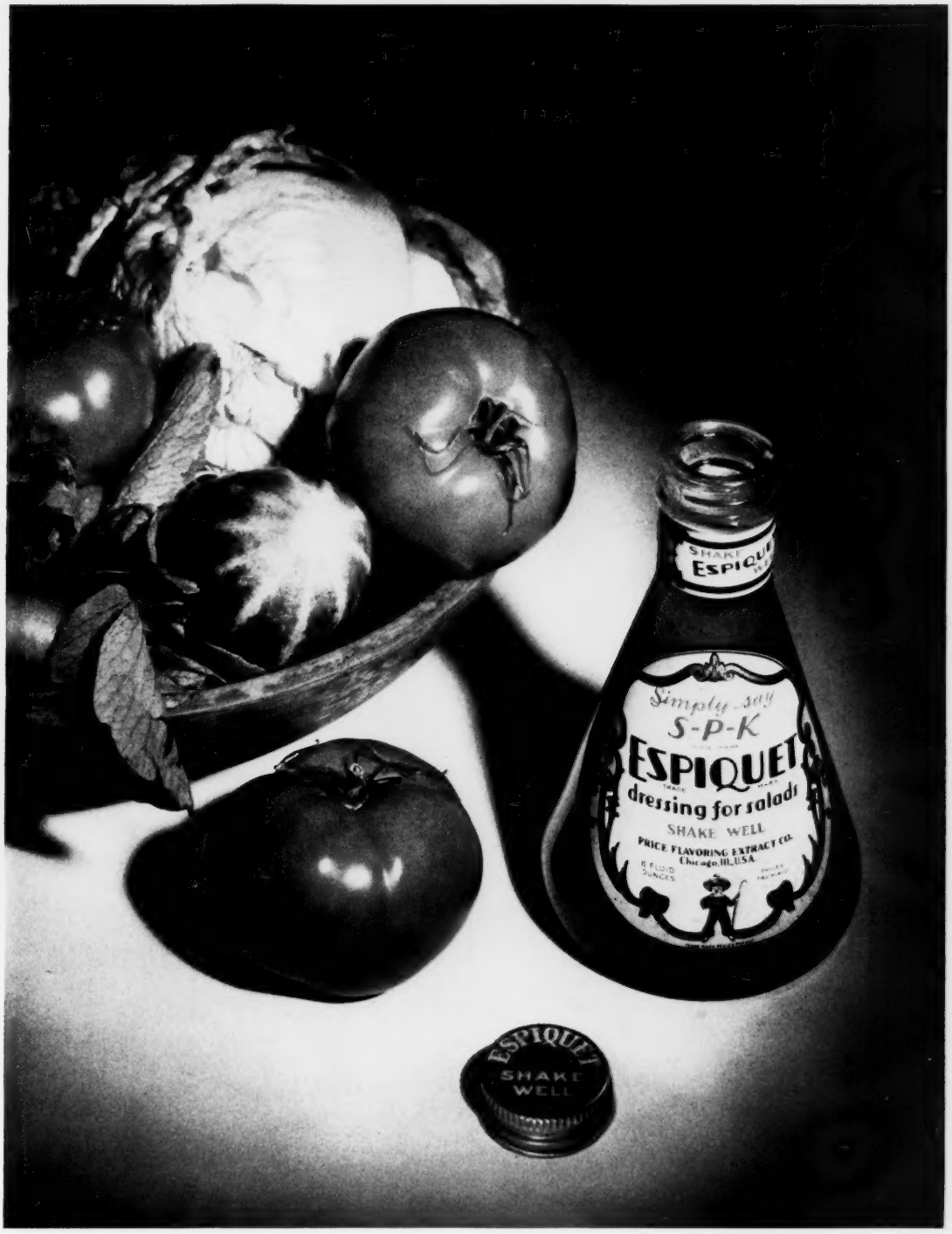
August 1939

MODERN PACKAGING

"I put the responsibility for new container ideas up to the people best suited for the job. That's the only way! It takes long study to develop container improvements. It takes skill and intense interest. American Can Company has all that—plus the ability to work hand in glove with us. That's why I've been their customer for years—and why I'm first with new container ideas!"

CANCO AMERICAN CAN COMPANY, 230 PARK AVENUE, NEW YORK, N. Y.



Dressing up a package — making it as attractive as possible — is both sound and profitable. Consumers assume that fine packages contain fine products . . . and they are usually right! *Top* dressing for a glass package is a lithographed Phoenix Metal Cap.

PHOENIX METAL CAP CO. *Plants:* 2444 W. Sixteenth St., Chicago; 3720 Fourteenth Ave., Brooklyn

Modern Packaging

C. A. BRESKIN, PUBLISHER

A. Q. MAISEL, EDITOR

AUGUST 1939
VOLUME 12 NUMBER 12

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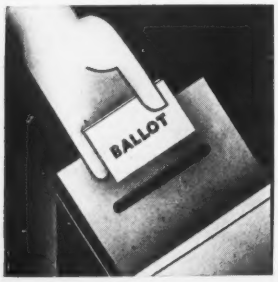

NEXT MONTH

The druggist casts his vote for and against hundreds of window displays, counter displays and floor stands. In a survey by the Institute of Package Research, hundreds of druggists cooperate to tell why they use or discard various types of displays. The first installation of this survey will appear in our September issue, and will be followed by a concluding section in the October issue.

Readers are respectfully referred to pages 48 and 49 of this issue, between which will be found an entry blank for the 1939 All-America Package Competition.

Good Lines
ARE ESSENTIAL TO DISTINCTIVE PACKAGES . . . .
KIMBLE GLASS VIALS—the world's finest small glass containers—possess the trim, modern lines and style so important to the popularity of a packaged article.
STREAMLINED FOR APPEAL AND DISTINCTION
K
KIMBLE GLASS

• • • *The Visible Guarantee of Invisible Quality* • • •

KIMBLE GLASS COMPANY . . . . VINELAND, N. J.

NEW YORK • • CHICAGO • • PHILADELPHIA • • DETROIT • • BOSTON

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★ MEAT & POULTRY PACKING
"The World's Model Paper Mill"
KALAMAZOO VEGETABLE PARCHMENT COMPANY
PARCHMENT • KALAMAZOO • MICHIGAN

SUEDE EMB. 272

CYCLAMEN

Fashionable shades of Suede are now available at the Hampden Mills at Holyoke. New embossing patterns bring out a depth of tone in a maze of colors now being shown.

If you didn't receive our FASHIONABLE SUEDE sample book, please write for a copy.

Working sheets will be gladly mailed as you may request.

HAMPDEN GLAZED PAPER AND CARD COMPANY - - Holyoke, Massachusetts

SALES REPRESENTATIVES

Chicago, Ill. — 500 So. Peoria St.
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San Francisco, Calif. — 420 Market St.
Toronto, Canada — 137 Wellington St. West
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Easy to Use is Easy to Sell

A good example is the Lord Jeff tobacco tin, shown at right. Its appearance suggests the leisured luxury of relaxing with a pipeful of *good* tobacco... The lev-a-lift opener assures an easy opening, tight closing container for the product while in use... This convenience promotes the kind of customer good will that means repeat sales. ▪ Your product is treated individually and personally at CROWN CAN COMPANY. We believe in approaching each packaging problem from a fresh "sale and use" viewpoint... An attitude that assures you the maximum of ingenuity, originality and practicability in presenting your product for sale.

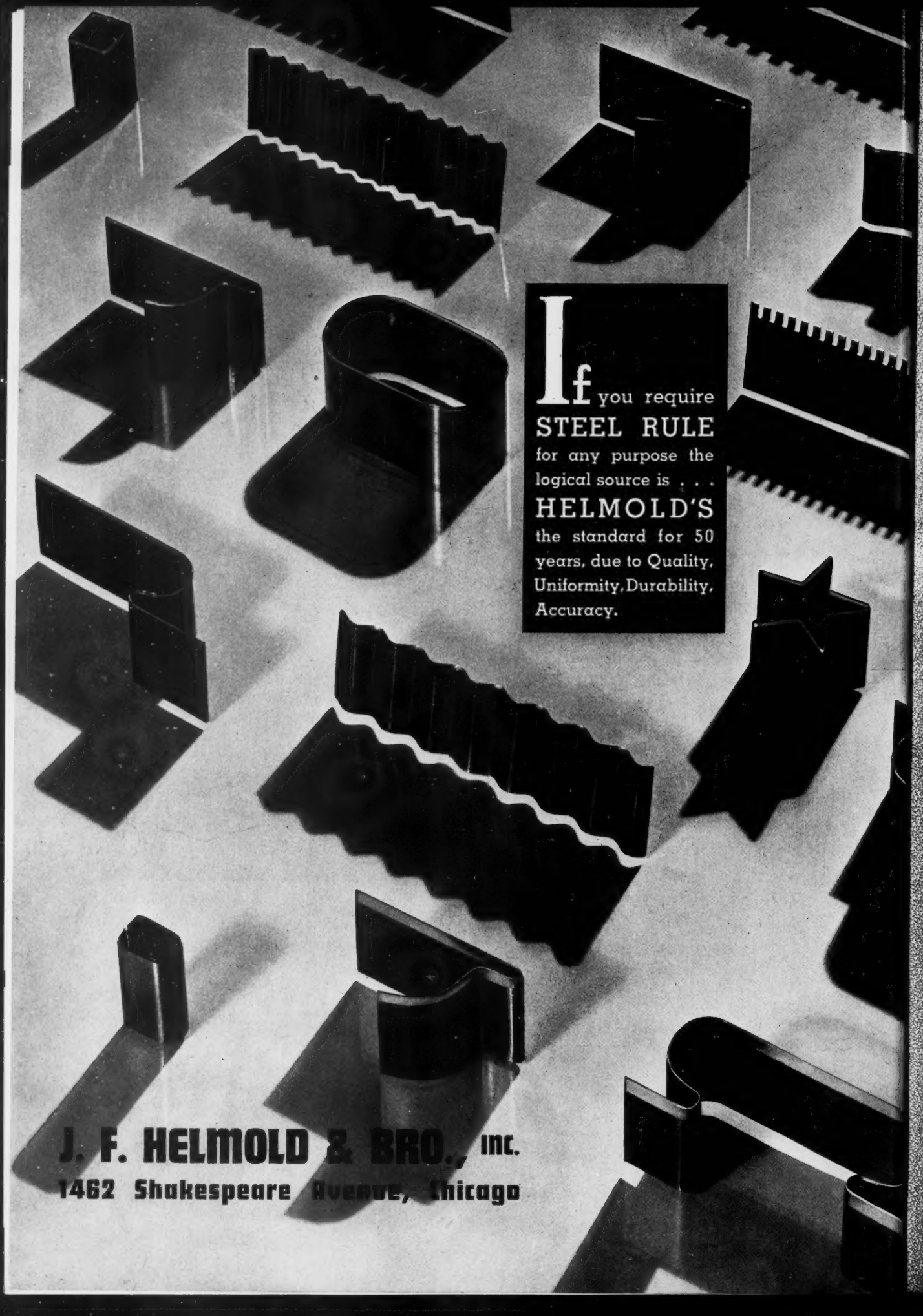
CROWN CAN COMPANY · PHILADELPHIA, PA.

Division of Crown Cork & Seal Co.

BALTIMORE ST. LOUIS HOUSTON MADISON

CROWN CANS

INDEPENDENT AND HELPFUL


If you require
STEEL RULE
for any purpose the logical source is . . .
HELMOLD'S
the standard for 50 years, due to Quality, Uniformity, Durability, Accuracy.
J. F. HELMOLD & BRO., INC.
1462 Shakespeare Avenue, Chicago

CAMEO
DIE AND LABEL COMPANY
presents

A Sample of its Cameoflex Process

What could be more arresting... more fascinating than this novel technique where light and color are harmoniously blended to create a new beauty in package designing.

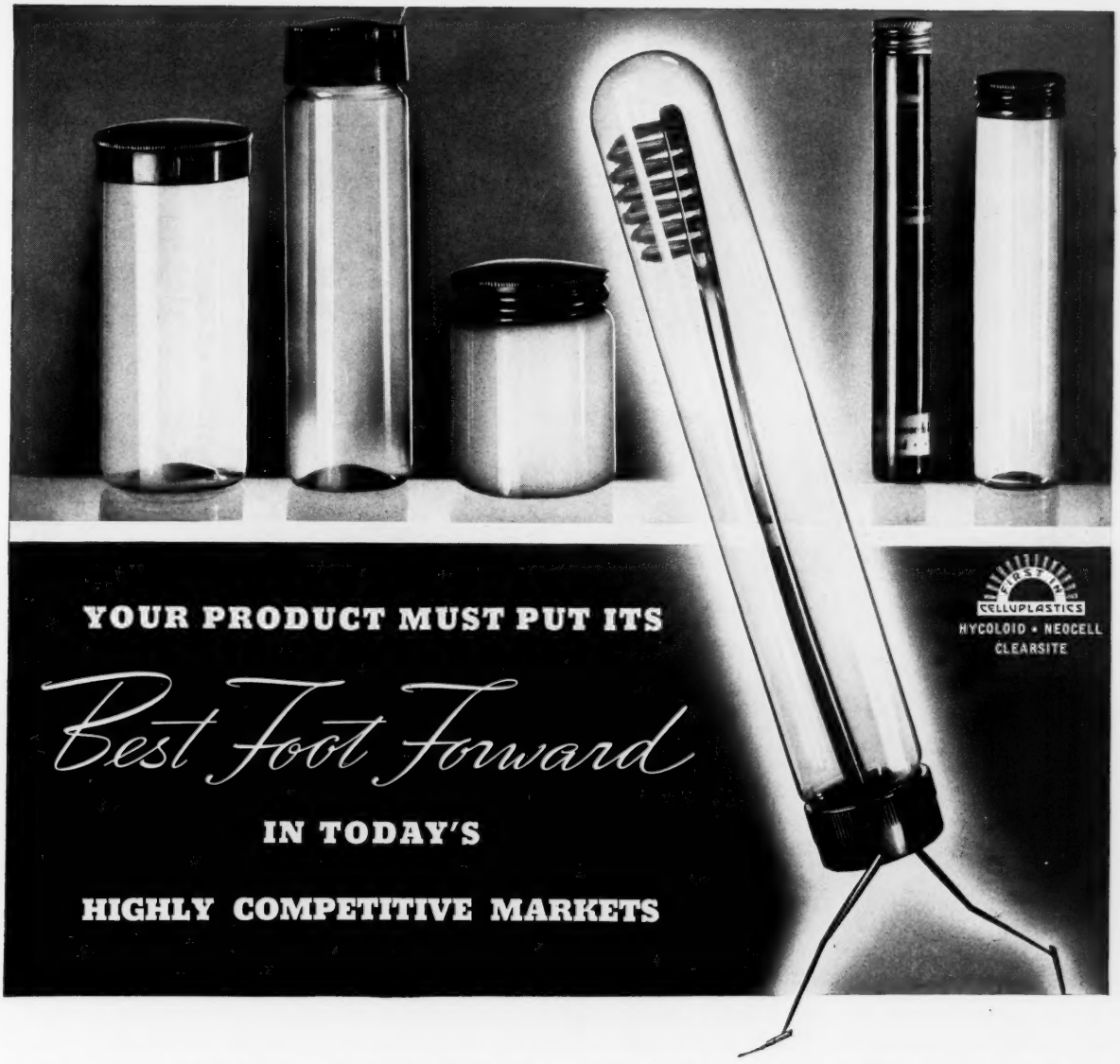
While, in this instance, our Cameoflex Process has captured the glamour of Autumn Foliage—The field of adaptation of an art which embodies light as a new dimension remains limitless.

We are very glad to acquaint you with this latest achievement wherein sound design, expert engraving, process printing and embossing contribute their utmost to better packaging.

CAMEO DIE AND LABEL COMPANY

Designers and Craftsmen

154 West 14th Street • WAtkins 9-8484 • New York, N. Y.



If you could be behind the counter of every store that sells your product, your sales worries would be over. But you can't! Once it leaves your plant your product must sell *itself* except for the help you give it through packaging, advertising and display.

Hygienic Containers are the next thing to personal salesmanship. BEAUTIFUL—they command attention on shelf or counter. UNBREAKABLE—they insure your product during shipment, sale and use. LIGHT-WEIGHT—(80% lighter than glass) they save on every shipment. They give eye-appeal to any product through *Color* (any color or color combination is possible), through *Transparency* (visual selling), or *Opacity* (you can print right on the package without extra label).

We have added "silent salesmanship" through packaging to hundreds of products for dozens of companies. We can do the same for you. Just tell us what it is and we'll package it for modern selling in a Hygienic Tube, Vial or Container of Hycoloid or Clearsite. Samples and all particulars are available to you — just drop us a line, on your letterhead, please.

Hygienic **TUBE & CONTAINER CORP.**

EXECUTIVE OFFICES AND FACTORY: 46 AVENUE L, NEWARK, N. J.
N. Y. Sales Office: 626 Fifth Avenue, New York, Tel: CI 6-2425

WARNERCRAFT

THE FINEST WORD IN PACKAGING

"To see is to believe!"

•

RIGID, TRANSPARENT CONTAINERS

•

Are proving this by increasing sales

•

For many products in many fields.

•

With the modern WARNERCRAFT facilities

•

We are combining Color, Rigidity and Transparency

•

In practical packaging

•

That may be just what you seek

•

For stepping up your own sales.

•

"To see is to believe!"

THE WARNER BROTHERS COMPANY

BRIDGEPORT CONNECTICUT

200 Madison Ave., New York AShland 4-1195

●

DESIGN

We maintain full time designers skilled in the art of creating and developing modern packages and displays.

PLIO RIBBON

Reg. U. S. Patent Office.

made of Pliofilm*

For [illegible] Packaging

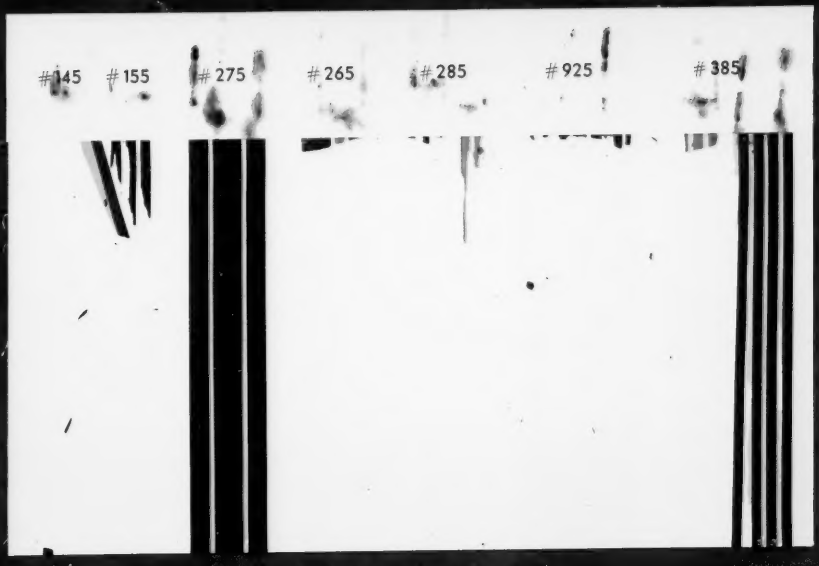
Gay Holiday Effects in hundreds of colorful new patterns, hues and widths.

Extra Strength and Pliability that withstand holiday retail wear-and-tear. Makes gorgeous, *permanent* bows with minimum fuss.

Moistureproof and Greaseproof to stay fresh and sparkling despite handling and weather changes.

Best of all, PLIO RIBBON is different, novel and eye-catching. Smart packagers in every line have been quick to adopt it for their holiday and every day needs—finding its appeal powerful and its cost reasonable.

Write now for sample yardage, telling us the nature of your product.



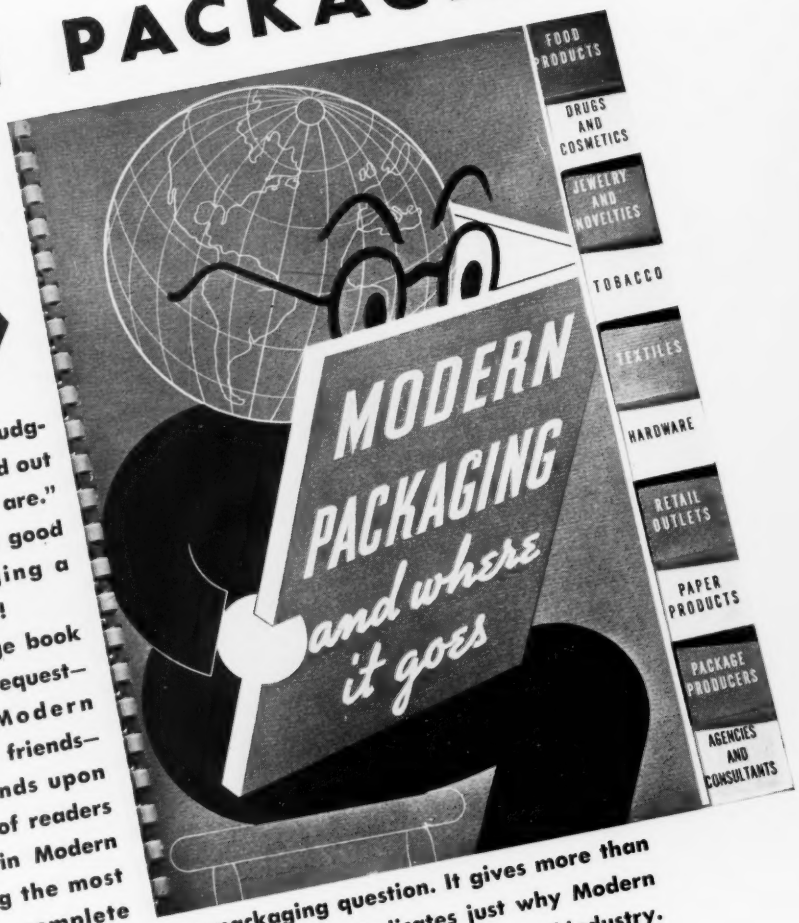
*U. S. Reg. Trademark of the Goodyear Tire & Rubber Co.

FREYDBERG BROS., Inc.

STAMFORD CONNECTICUT

MODERN PACKAGING

Presents



A good rule for judging a man — "find out who his friends are."

And that's a good rule for judging a magazine, too!

This 32-page book —free upon request— analyzes Modern Packaging's friends— the thousands upon thousands of readers who find in Modern Packaging the most thorough, complete and timely answer to every packaging question. It gives more than the cold, hard statistics of circulation. It indicates just why Modern Packaging holds strong bonds of friendship with key men of industry.

It shows how this magazine patterns its editorial pages to attract, interest and inform the men who control packaging functions in their companies—and serves thus as an ideal advertising medium for your sales message.

If you are a manufacturer of packages or displays; materials or equipment—or are an advertising agency—we shall be glad to send you a copy of "Modern Packaging And Where It Goes." It's yours for the asking, so drop us a line or phone us today.

MODERN PACKAGING

BRESKIN PUBLISHING CORP.

CHANIN BUILDING, 122 East 42nd Street, NEW YORK

PREMIUM CLOSURES *Redouble Sales!*

Here's why Federal Sprayers, Servers and Dispensers are your best premium to bring greatly increased sales *now* and *repeat* sales for many years:

1. The advantages are immediately apparent to every shopper: Makes your liquid product much *easier to use; ends all mess* and dripping; sprays or dispenses all liquids just where wanted. *Saves waste* . . . quantity dispensed is under perfect control. Is foolproof . . . *stands up for years* . . . your users *stay sold!*

You select one of our many models . . . for honey, syrup, condiments . . . for drugs, lotions, cosmetics . . . for window sprays and insecticides.

2. They are made to fit *your* bottle! Shoppers *must* buy *your* product to use these invaluable units!

3. Costs? Extremely low compared to other less valuable premiums.

Send for samples and full information.

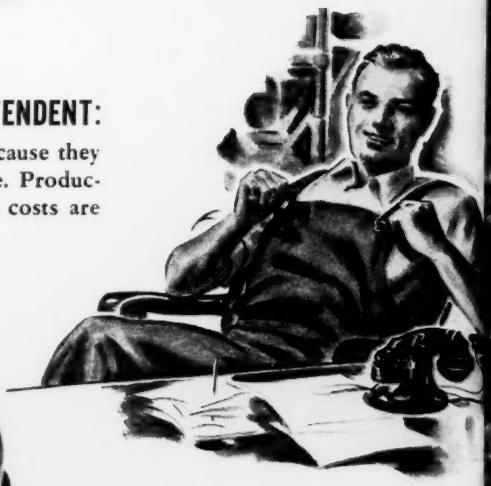
FEDERAL TOOL CORPORATION

400 NORTH LEAVITT STREET . . . . . CHICAGO

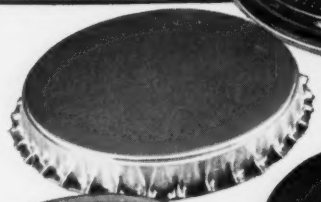
Let them tell you about CROWN CLOSURES

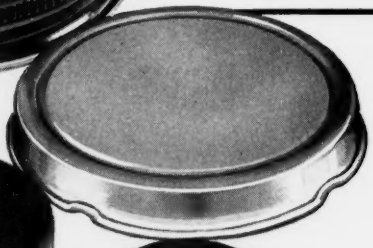
PLANT WORKER:
"I like them because they go on easier."

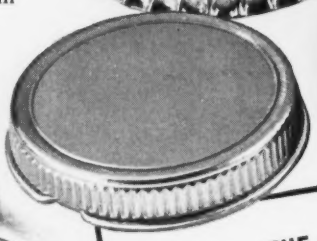
PLANT SUPERINTENDENT:
"I like them because they give us less trouble. Production is faster . . . costs are lower."



SALES MANAGER:
"I like them because they're always dependable. They keep down returns and complaints from the trade."







THE BOSS:
"I look on them a
a sort of insurance fo
our reputation and ou
profits. Experience ha
taught me that the bes
closures really cos
less in the long run."

THE CONSUMER:
"I like the products with caps that are easy to get off and are easy to put on again."

CCS

CROWN CORK & SEAL COMPANY
BALTIMORE, MD.
World's Largest Makers of Closures for Glass Containers

CROWN CLOSURES *cost less in the long run.*

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un!

GUARDSMAN

The new running mate of

FOILSMAN

AND

RAINBOW FOIL

Products of the

C. R. WHITING CO. INC.

HACKENSACK, N. J.

CLOTH EFFECTS

METALLIC COATINGS

LEATHER PAPERS

FOIL PAPERS

SEND FOR SAMPLE BOOKS

How to make women more SHELF-CONSCIOUS of your package

WOMEN GO A LOT BY APPEARANCES!
And appearance begins back in the board and carton plants
THIS BRAND
LOOKS BEST TO ME!
The carton is so bright and fresh looking

SPECIFY GARDNER-RICHARDSON ENGINEERED-PRECISION CARTONS—give your product greater eye-appeal, greater buy-appeal

• It's *engineered precision* that explains why Gardner-Richardson folding cartons look brighter, crisper—move faster off the nation's retail shelves.

And Gardner-Richardson engineered precision begins with the pulp in the beaters—follows through to the finished carton. This engineered precision has scores of trained chemical engineers and technicians bending over microscopes and micrometers . . . over tear, hydration, porosity test apparatus in the control stations and scientific laboratories of the two great Gardner-Richardson plants. This engineered precision insures *in advance* that Gardner-Richardson cartons will give your package that extra plus that means *extra* sales, *extra* profits.

Whether your carton problem is one of getting greater shelf-appeal, better product protection, fewer jam-ups, less spoilage, Gardner-Richardson engineers will welcome the opportunity to show you how Precision Engineering will produce the answer. Write today. No obligation.

COLORS INDIVIDUALLY ENGINEERED! Gardner-Richardson color engineers develop specific ink formulas to meet your specific problem. This means better color, better appearance, greater uniformity—the identical color on every re-order.

30 TESTS EVERY 15 MINUTES! Smoothness, porosity, foldability of boxboard are among 30 factors which are checked every 15 minutes to insure better appearance, better product protection, less spoilage, fewer jam-ups, lower production costs.

SPECIAL ENGINEERED-PRECISION CARTON BOARDS

LITHWITE . . . *A smoother, whiter, economical boxboard that prints with extraordinary color brilliance, gives cartons greater display value.*

GREASENE . . . *A boxboard for the economical protection of products with grease or oil content.*

HYDRO-TITE . . . *A special boxboard for products that need moisture-proof protection.*

Also all standard grades of folding boxboard.

Write today for samples of any or all of these Gardner-Richardson engineered-precision carton boards. Make your own tests. Prove to yourself how they can save money, make money for you. No obligation.

GARDNER-RICHARDSON — FROM PULP TO FINISHED PRODUCT — ENGINEERED PRECISION

THIS SYMBOL *is your assurance of greater uniformity, higher quality, better appearance, better product protection—profit and satisfaction.*

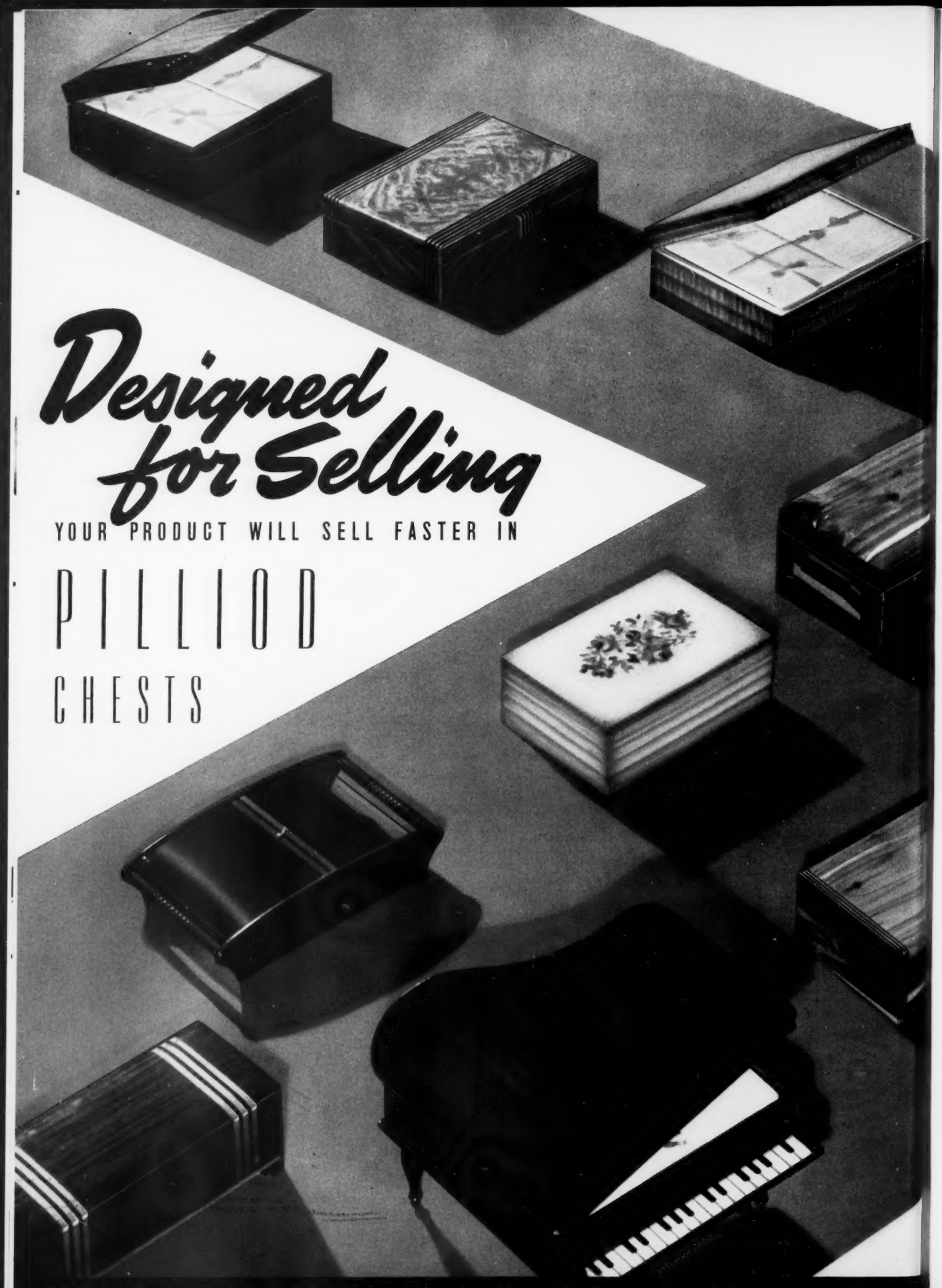
Copyright applied for, 1939

The GARDNER-RICHARDSON Co.

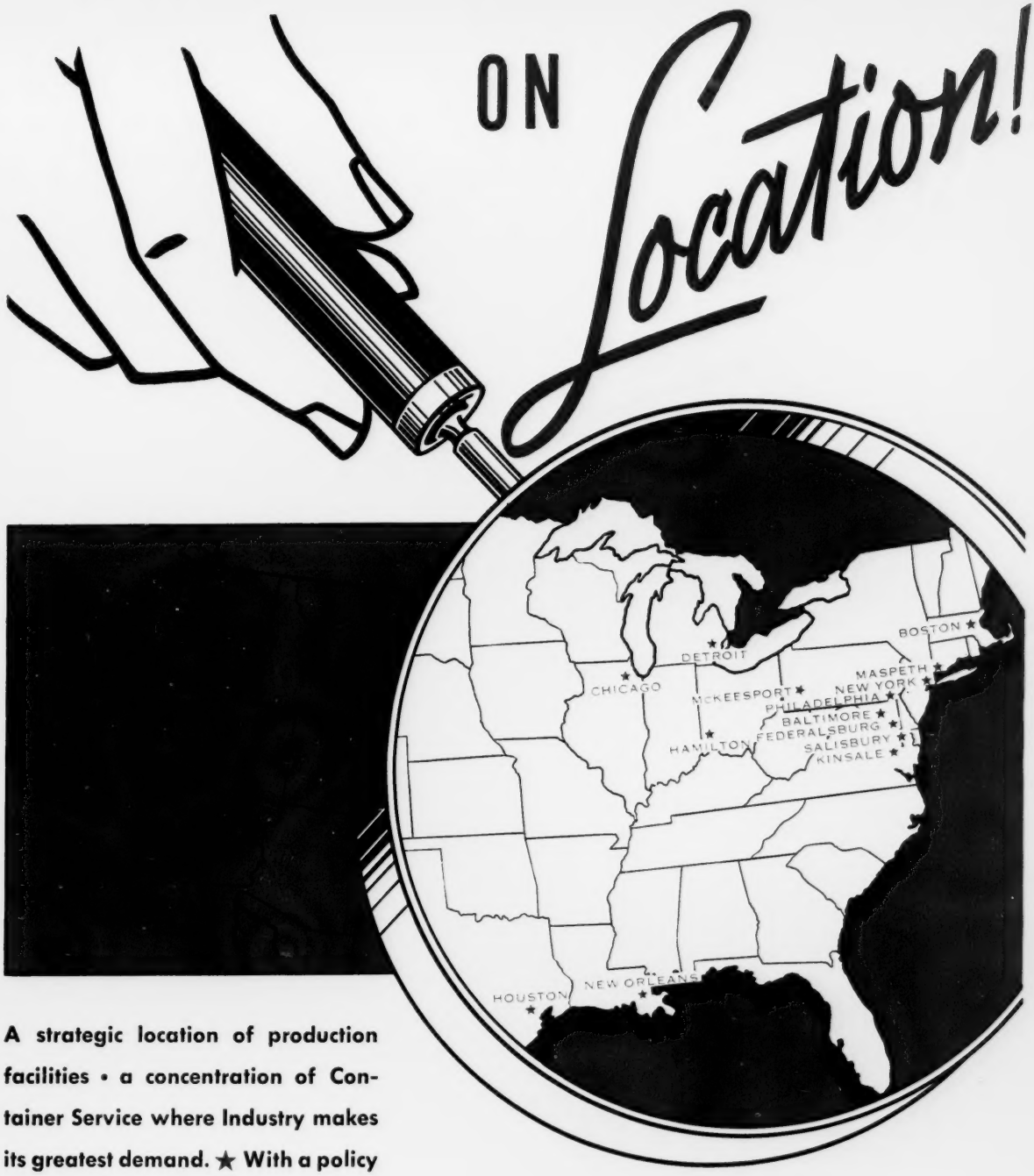
MIDDLETOWN, OHIO

Manufacturers of Folding Cartons and Boxboard

Sales Representatives in Principal Cities: PHILADELPHIA • CLEVELAND • CHICAGO • ST. LOUIS • NEW YORK • BOSTON • PITTSBURGH • DETROIT


Designed for Selling
YOUR PRODUCT WILL SELL FASTER IN
PILLIOD
CHESTS
THE PILLIOD CABINET COMPANY • SWANTON, OHIO

ON *Location!*



A strategic location of production facilities • a concentration of Container Service where Industry makes its greatest demand. ★ With a policy undivided, "NATIONAL" presents an even distribution of its creative talents, mechanical resources and broad experience. ★ "NATIONAL" ON LOCATION • invites you to share in a modern viewpoint on practical Container essentials • on feature display • on SALES stimulation.

Come on and See
What "NATIONAL" *Suggests!*

NATIONAL CAN CORPORATION

SUBSIDIARY OF McKEESPORT TIN PLATE CORPORATION

EXECUTIVE OFFICES • 110 EAST 42nd STREET • NEW YORK CITY

Sales Offices and Plants • NEW YORK CITY • BALTIMORE • MASPETH, N. Y. • CHICAGO • BOSTON • DETROIT • HAMILTON, OHIO

WESTERN UNION

will do these 3 big jobs for you

A sample in the hand is worth three in the factory—and Western Union KNOWS HOW to get it in the dealer's hand—in the consumer's hand—in the hand of the professional man. Overnight, if desired.

Millions of samples delivered for the nation's shrewdest merchandisers prove that the Western Union way is direct—economical! impressive!! dependable!!!

Call the Western Union manager for the cost of this service locally, by states, or simultaneously over the nation.

• SAMPLE CARTON TO DEALER •
with counter display and special message.

• SAMPLE TO CONSUMER •

• SAMPLE TO PROFESSIONAL MAN •

WESTERN UNION *Distribution Service*

Gift Wrappings and Decorations

★ Printed and Decorative Wrappers
★ Bands, Ribbons, Cord
★ Confetti
★ Wreaths*, Garlands*, Baskets*
★ Streamers, Tassels
★ Artificial Snow

Write for names of converters making these attractive specialties of

SYLVANIA CELLOPHANE

*Pat. Pending

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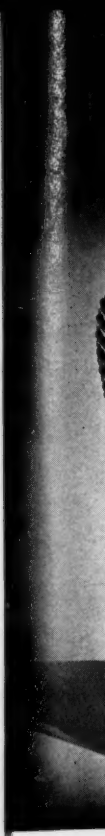
PHILA, PA. . 260 South Broad Street

SYLVANIA CELLOPHANE

Pacific Coast:
Blake, Moffitt & Towne
Offices & Warehouses in Principal Cities

Canada:
Victoria Paper & Twine Co., Ltd.
Toronto, Montreal, Halifax

SYLVANIA CELLOPHANE—"QUALITY'S BEST ATTIRE"



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CLEVELAND CONTAINER *Presents*

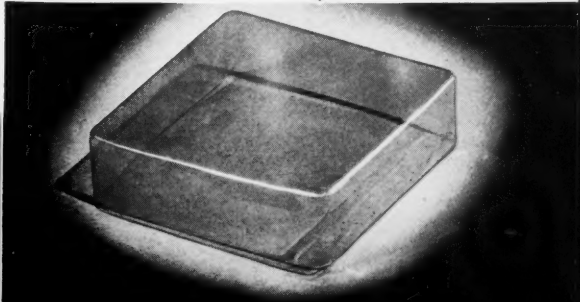
Smart New Transparent and Fibre Boxes

Eye Openers in Transparent Display-Boxes. Here's how to build more sales. And curled-ring construction prevents cracking of rim; gives permanence. The *doll box* makes an ideal re-use knitting bag. The *candy container* makes your line glossy, enticing. The *giant tea caddy* is opened with one hand by grocers—and it sparkles and protects. An idea for many foods.

Ribbons and Bows Stay Clean and Fluffy. Golf balls and hardware look well-groomed and handsome, in strong transparent packages.

No More Sticky Candy! Cellophane Lining Makes Boxes Moisture Proof. The *built-in* Cellophane lining can keep your product fresh and appealing. Costs less—often—than glass or tin cans! CLEVELAND also specializes in standard "drum-head" powder boxes.

Revolutionary! Transparent Lids Without Snipped Corners! Acetate slip covers (and boxes) are now available in one unbroken, uncut piece. New beauty, new protection—at low cost.



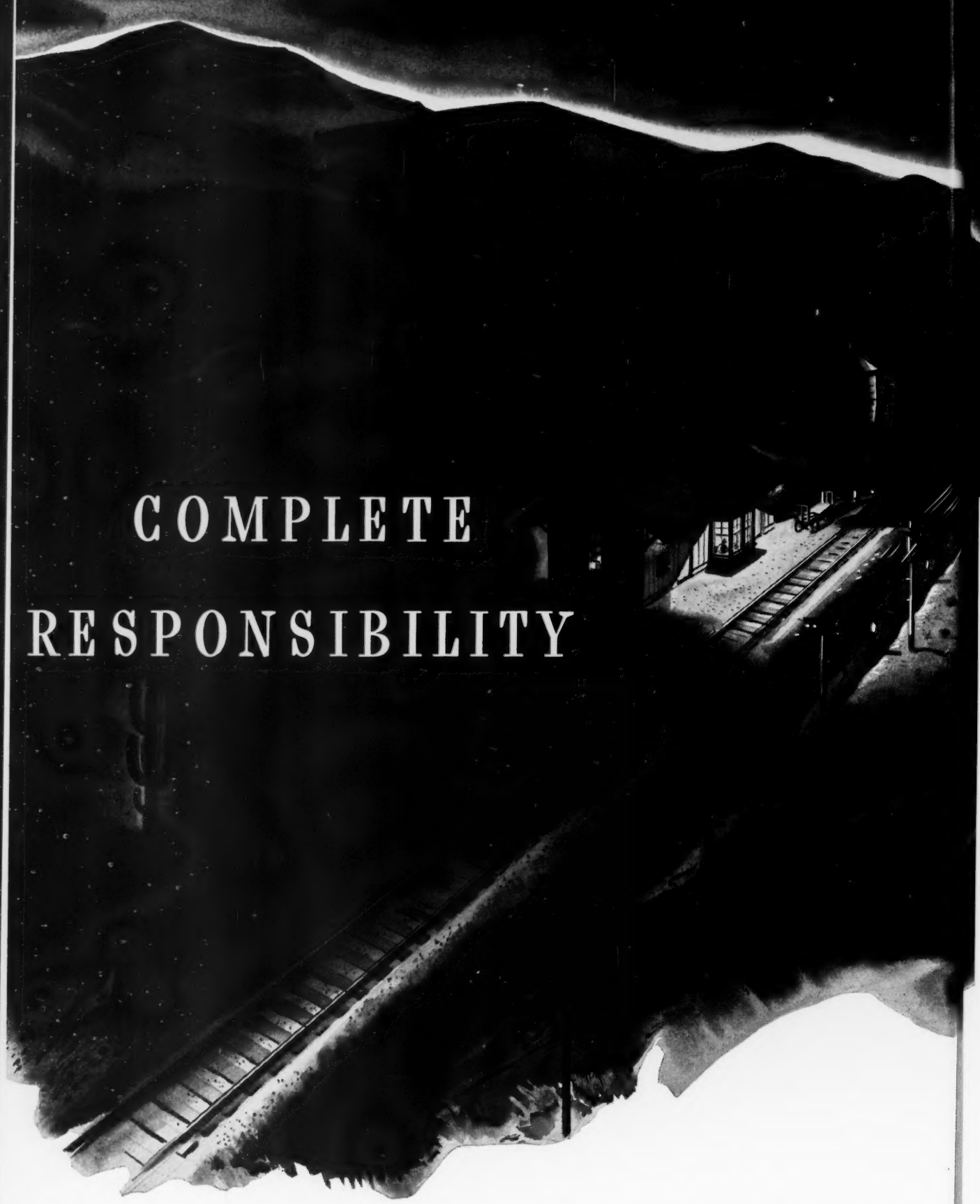
Write today for samples. No obligation. Just tell us what you make. Consult us also on any variety of die-cut paperboard device.

The CLEVELAND CONTAINER Co.

601 West 26th Street NEW YORK

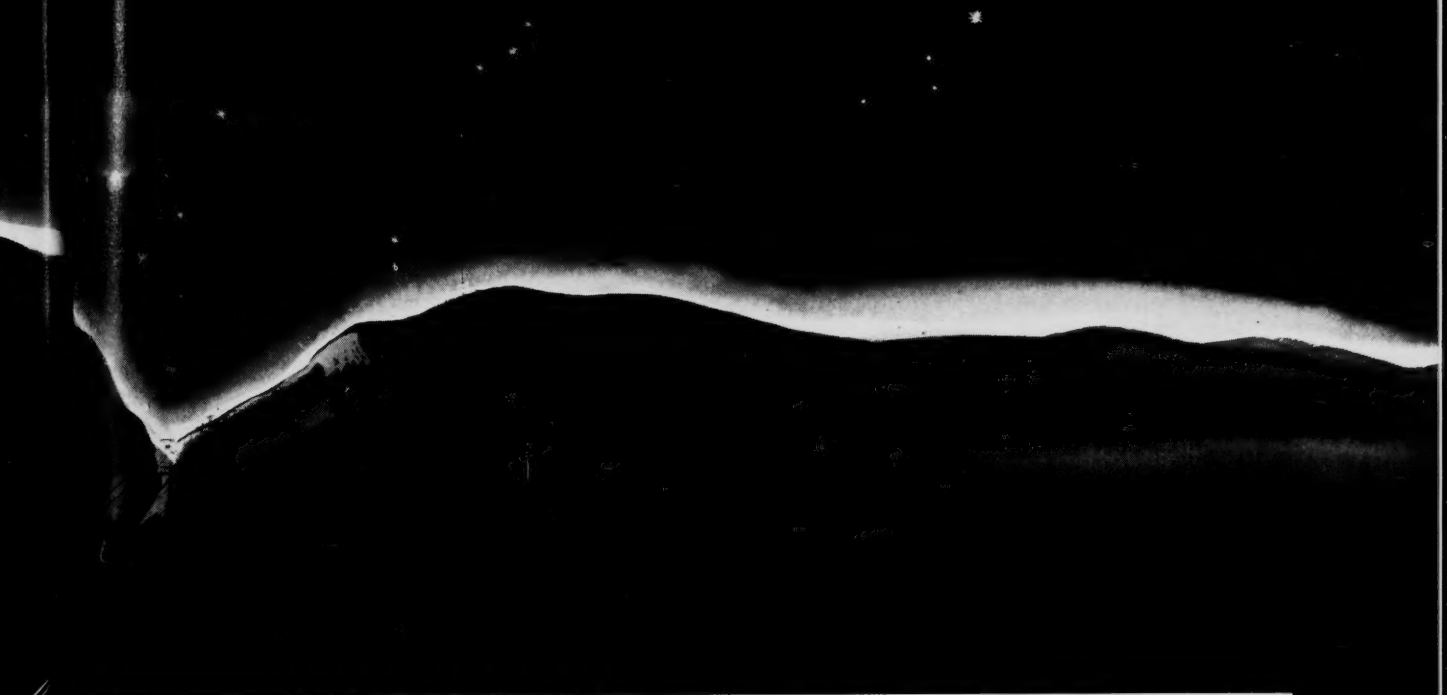
Other Plants:

Cleveland • Detroit • Philadelphia • Chicago • Plymouth, Wisc.



COMPLETE RESPONSIBILITY

● Beyond either horizon—past the point where those ribbons of glistening steel meet the sky—are the borders of his domain. Within these borders, a lone stationmaster accepts *Complete Responsibility* for the safety of everything that rolls over his tracks.



● Complete, undivided responsibility is just as important in selecting a source for your container and closure requirements as it is in dispatching trains or running a battle fleet.

Anchor Hocking is thoroughly equipped, reliable and capable of accepting complete responsibility for your packaging requirements—from container to closure to carton.

All in all, Anchor Hocking is simply this—*a good outfit to do business with.*

Here at Anchor Hocking—backing up the trained salesman who calls on you—is every modern facility for serving you better. Experts on every phase of packaging . . . research . . . engineering . . . designers . . . and merchandising experts, are at your beck and call. These services are yours, without the slightest obligation. Bring in your problems, we're sure we can bring back the answer. A letter or phone call means action at Anchor Hocking.

ANCHOR HOCKING PRODUCTS AND SERVICES

P & P WARE
FOOD CONTAINERS
LIQUOR & WINE BOTTLES
BEER AND BEVERAGE BOTTLES
THIN-BLOWN PACKERS' TUMBLERS
GLASS PREMIUM WARE
TABLEWARE
HOTEL, BAR & RESTAURANT WARE
GLASS FOR INDUSTRIAL USES

★ ★ ★

CLOSURES: *metal and molded; air-tight and vacuum; friction, screw and lug types*

AMERSEAL NOZZLES—*for cans containing liquids*
AMERSEAL BOXES—*for waxes, pastes and semi-solids*
SEALING MACHINES; *hand, foot and semi-automatic types*
PROCESSING EQUIPMENT; *for processing glass-packed products*

★ ★ ★

RESEARCH & ENGINEERING STAFF
EXPERIMENTAL & TESTING LABORATORIES
DESIGN SERVICE

ANCHOR HOCKING GLASS CORPORATION, Lancaster, Ohio
Closure Division: ANCHOR CAP & CLOSURE CORPORATION,
Long Island City, N. Y. and Toronto, Canada

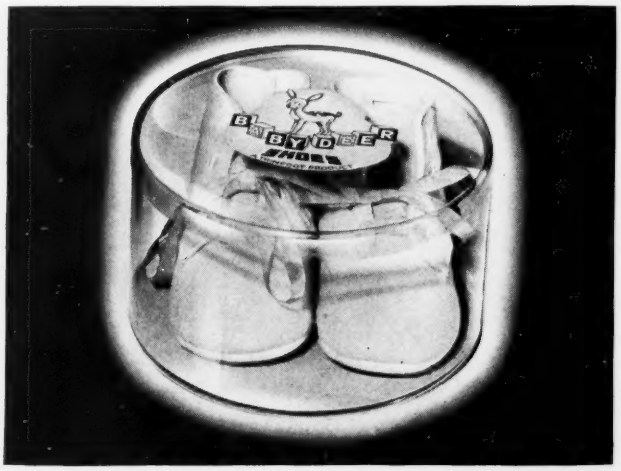
ANCHOR HOCKING GLASS CAPS
-an unbeatable combination

Illustrated are two of Anchor Hocking's popular line of Magnesia Ovals available in a complete line of sizes. These bottles are sealed with Anchor Improved C. T. Caps.

How to Save $100,000 in Putting Over a Product!

Outstanding Success of "Baby Deer" Shoes Proves Importance of Package in Effective, Economical Selling

Telegraph messengers walked into retail stores and laid a unique new baby shoe package on the counter. *35% of the dealers ordered on sight — even before the Company salesmen had a chance to follow up!* No questions about consumer advertising. No "I've already got a complete line" resistance. And consumers reacted just as quickly and favorably — *sales doubling* month after month following the introduction. We believe we can safely say that it would have required at least an additional $100,000 in dealer and consumer promotion to put over the same shoes with their sales features hidden by the familiar and commonplace shoe box.



Trimfoot "Baby Deer" Shoes in their new Transparent Package by Ritchie. Like all Ritchie Transparent Packages, it's a display natural — for the product is clearly visible and yet cannot be handled or soiled.

WHAT HAVE BABY SHOES TO DO WITH YOUR PRODUCT?

Just this: What works in baby shoes probably will work in your field, too! If you've a new line to introduce — or an old one that needs sales help — there may be a similar packaging opportunity knocking on *your* door. Maybe you can do an outstanding selling job without extensive consumer advertising or expensive dealer cultivation!

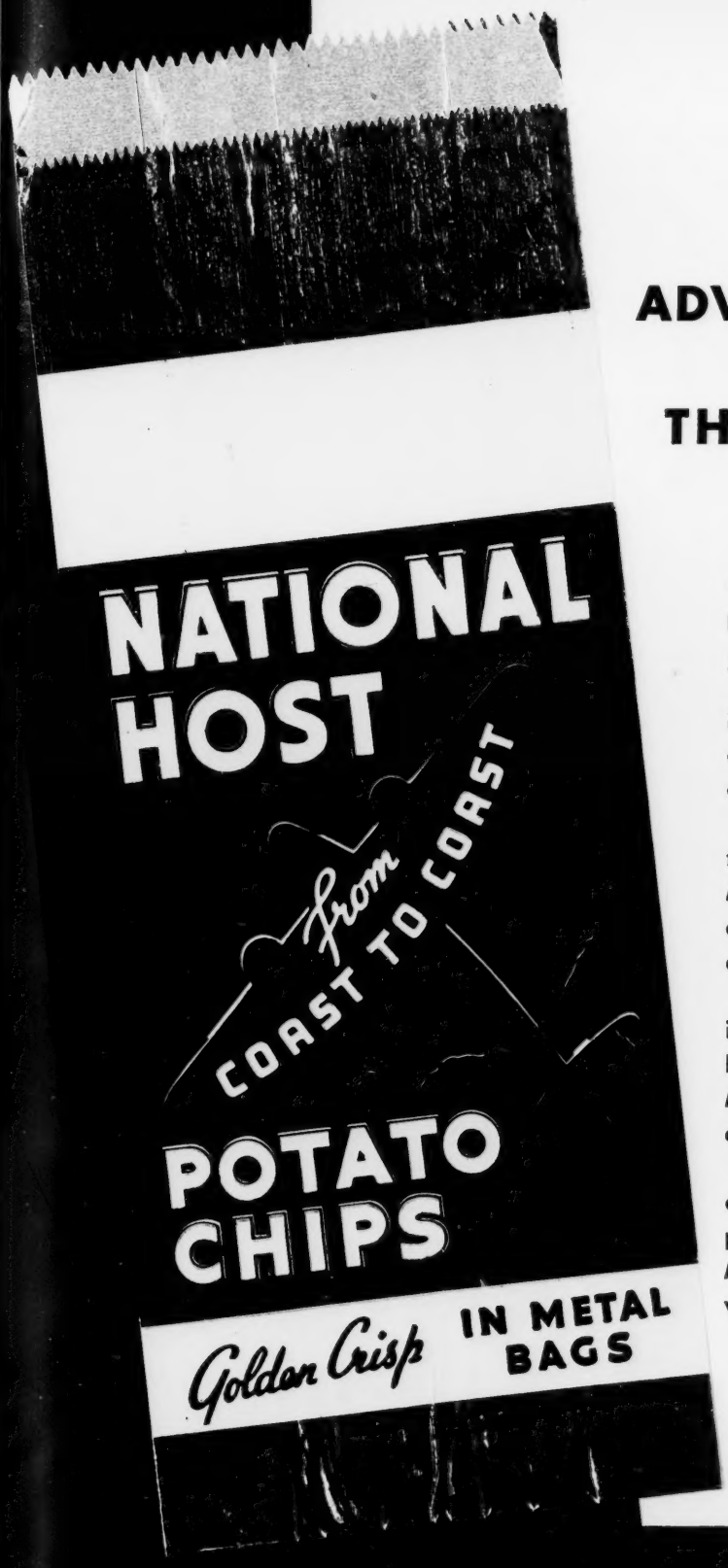
Why not let Ritchie help you investigate — show you what can be done with Transparent Packaging, how little it costs, how it can also put your product out in front of competition? There's no obligation — write today!

W. C. Ritchie AND COMPANY

SET-UP PAPER BOXES
FIBRE CANS
TRANSPARENT PACKAGES

8849 BALTIMORE AVENUE • CHICAGO

NEW YORK DETROIT CINCINNATI LOS ANGELES ST. LOUIS MINNEAPOLIS DENVER HOUSTON



MILLIONS OF ADVERTISING MESSAGES THAT *Sparkle*

AMAZING SCIENTIFIC DEVELOPMENT MAKES BAGS OF REAL METAL IDEAL PACKAGES— MATCHLESS EYE APPEAL AND PROTECTION

Every REYNOLDS METAL bag is a brilliant advertising message. Nowhere can you buy advertising impressions so inexpensively.

And that's not all. Scientific improvements in the past year have given these new REYNOLDS METAL bags a strength and sturdiness you could hardly imagine. *Remove this sample and see for yourself.* Test it! Tear it to pieces!

And still that is not all. All foods containing oils or fats are subject to Rancidity *mainly* because of the action of light! REYNOLDS METAL bags keep out light and *prevent rancidity.* They also keep out moisture!

Write to Reynolds Metals Company, Federal Reserve Bank Bldg., Richmond, Va., for prices and scientific data on REYNOLDS METAL—the most important packaging development of the past ten years.

REYNOLDS METAL

REYNOLDS METALS COMPANY

NEW YORK ★ CHICAGO ★ LOUISVILLE ★ RICHMOND ★ SAN FRANCISCO

Companies — in lines totally unrelated to apple packing—who translated the solution offered apple packers in the article "They 'Dip' This Package" into terms of their own problem and sought to apply this process to their own products.

Peter Cailler Kohler Swiss Chocolates Co., Inc., Candy

Olive & Dorion Limited, Cheese

Black Sign Maple Syrup Co., Maple Syrup

Penn Tobacco Co., Pipe Tobacco

Florida Citrus Exchange, Oranges

Cameo Metal Seal & Label Co. Ltd., Labels

Ed Pinaud, Toiletries

Allen B. Wrisley Co., Soaps

Apples THEY THOUGHT WAS ITS ONLY USE *but...*

After reading about this new process in July MODERN PACKAGING, manufacturers in eight totally unrelated industries wired or wrote us at once for complete data! And each concern is an important factor in its line—sure to give serious consideration to the method.

Here in a nutshell you have the great value of MODERN PACKAGING to its readers. You receive the best ideas of every package using industry. Though your line is an entirely different one, you are constantly shown thousands of recent developments that are often even more valuable to you than to the first fellow!

You become a member of the world's greatest clearing house of fresh packaging and display ideas, when you subscribe to MODERN PACKAGING. You receive over 1200 pages annually. Each page presents well-thought-out improvements that may put your far ahead of competition!

Why not start drawing freely on this world of ideas *now!* Next month's issue, or the following, may give you your greatest merchandising stunt or angle! So mail today the subscription card bound in this magazine.

MODERN PACKAGING

CHANIN BUILDING **122 East 42nd Street** **NEW YORK, N. Y.**

NO OTHER TRANSPARENT SHEET

offers *ALL* these packaging advantages!

Pliofilm has high tear-resistance

HERE are the reasons why you should consider Pliofilm* for the packaging of your product, regardless of its size, shape, or physical nature—particularly if yours is a *difficult* packaging problem.

This new transparent sheet made by Goodyear is the only packaging material combining all these important features. Compare them with the wrap you are now using or considering:

ACIDPROOF • AIRPROOF • ALKALIPROOF • COLORS — ALL SHADES BOTH OPAQUE AND TRANSPARENT • DIMENSIONAL STABILITY — ENTIRE HUMIDITY RANGE • DURABLE • GREASEPROOF • HEAT SEALABLE—"WELDED BOND" • HANDLED BY HIGH-SPEED PACKAGING MACHINES • IMPERVIOUS TO NORMAL HEAT AND COLD • MOISTURE-VAPORPROOF • MOLDPROOF • NON-EXPLOSIVE • NO FIRE HAZARD • ODORLESS • OILPROOF • PLIABLE • PRINTABLE • PUNCTURE RESISTANT • SEALED BY ADHESIVES, HEAT, HEAT-SOLVENTS OR SEWING • TASTELESS • TEAR RESISTANT • VACUUM-SEALABLE • VERMINPROOF • WATERPROOF

Laminates to paper or board making vacuum-sealable bags and cartons

If your product merits this extra protection let us submit a sample wrap — without any obligation. Address: Pliofilm Sales Department, Goodyear, Akron, Ohio.

A Centennial Product of The Greatest Name in Rubber

THE BEST THINGS COME SEALED IN

GOODYEAR Pliofilm

*Trade-mark of The Goodyear Tire & Rubber Company

MILLIONS OF TINY CELLS make up the tree bark known as Cork. Numbering hundreds of millions per cubic inch these walled cells hold entrapped air—give Cork its remarkable resiliency and unexcelled sealing qualities. Mundet Molded-Top Corks give the full protection of an all-cork seal.

These Mundet offices and representatives are ready to give you prompt service

ATLANTA
339-41 Elizabeth St., N. E.

CHICAGO
2959 N. Paulina St.

CINCINNATI
427 W. 4th St.

CLEVELAND
Britten Terminal, Inc.

DALLAS
505 Southland Annex

DENVER
The Stone-Hall Co.

DETROIT
335 W. Jefferson Ave.

HOUSTON
Commerce & Palmer Sts.

KANSAS CITY, MO.
1428 St. Louis Ave.

LOS ANGELES
2051 E. 37th St.

LOUISVILLE
Kentucky Bottlers Supply Co.

MEMPHIS
Memphis Bonded Warehouse

NEW ORLEANS
432 No. Peters St.

PHILADELPHIA
2226 Arch St.

ST. LOUIS
506 S. Main St.

SAN FRANCISCO
440 Brannan St.
Also J. C. Millett Co.

SEATTLE
Succop-Tighe & Sons

In Canada:
Mundet Cork & Insulation, Ltd.
35 Booth Ave., Toronto

With this 'Topper' your bottles are in Full Dress

Mundet Molded-Top Corks give a finished touch to glass packed products. More than good looks and strength, these Mundet closures have built-in perfection. That's why they assure safe-sealing . . . make it easier and more convenient for your customers to use your products.

Permanent Resealer: Thru an exclusive construction principle the Mundet molded top is securely anchored in the Cork. The deeply ribbed finger grip is an extra convenience for the customer and facilitates the use of your product.

For samples, prices or suggested solutions to closure problems, write to Mundet Cork Corporation, 65 S. Eleventh St., Brooklyn, N. Y.

MUNDET CLOSURES

MOLDED CORKS • MOLDED SCREW CAPS • EMBOSSED WOOD TOP CORKS • CROWNS • PLAIN CORKS

DIVERSITY

We'd like to show you everything . . . but it would take hundreds of illustrations and thousands upon thousands of words to tell you the *whole* story about Riegel Packaging Papers. It just can't be done in a single ad.

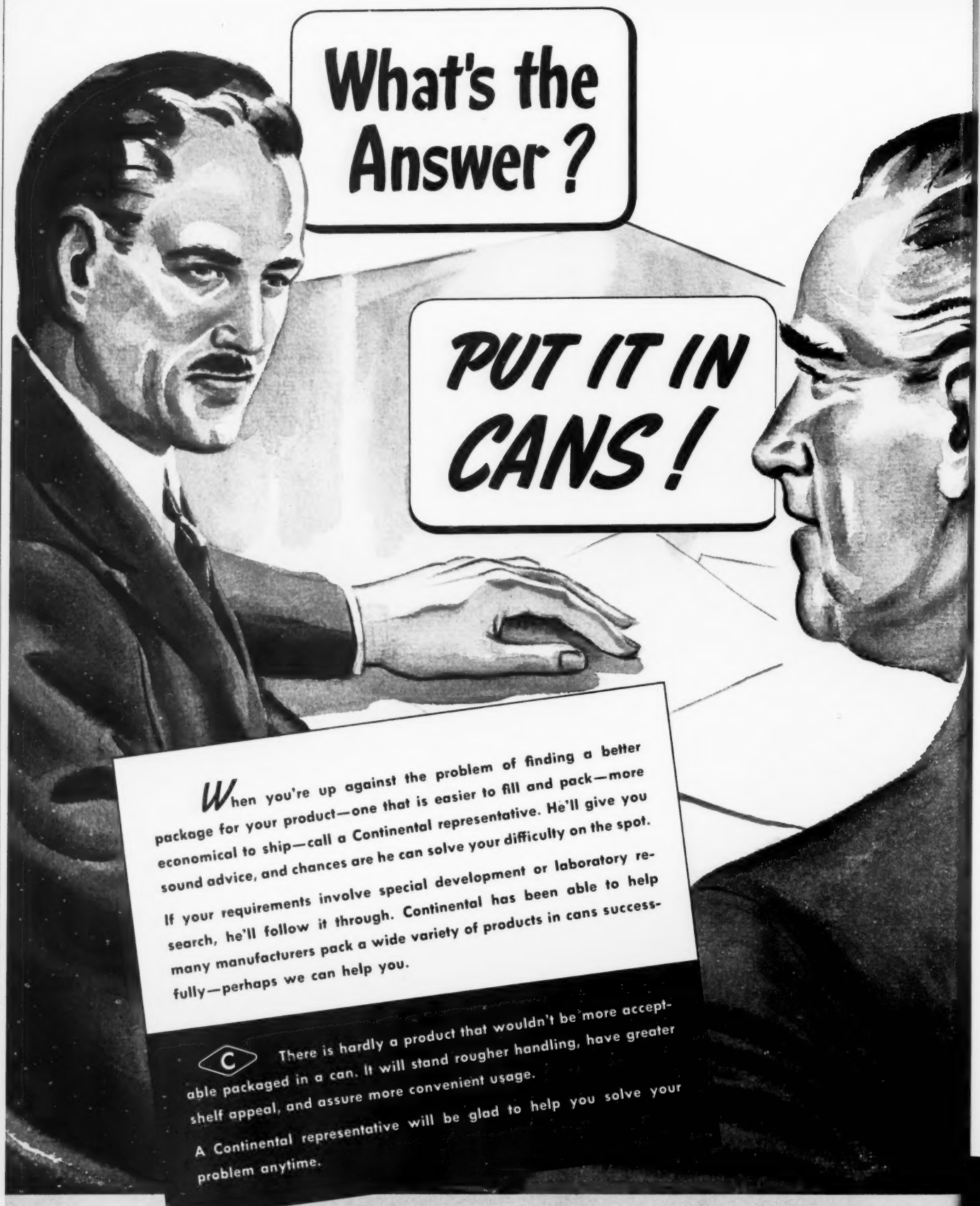
But we can tell you that the Riegel Mills—the largest of their kind in the world—supply almost every type of packaging paper, whether it's needed for protection, production efficiency or just downright economy.

The remarkable diversity of our products, and their use by leaders in so many fields, should indicate an ability to also be of real value to you. Write us today, giving the requirements of the paper your product needs.

RIEGEL PAPER CORP., 342 MADISON AVE., NEW YORK

Write for samples and prices on the papers you use or need

Riegel Papers



When you're up against the problem of finding a better package for your product—one that is easier to fill and pack—more economical to ship—call a Continental representative. He'll give you sound advice, and chances are he can solve your difficulty on the spot.

If your requirements involve special development or laboratory research, he'll follow it through. Continental has been able to help many manufacturers pack a wide variety of products in cans successfully—perhaps we can help you.

There is hardly a product that wouldn't be more acceptable packaged in a can. It will stand rougher handling, have greater shelf appeal, and assure more convenient usage.

A Continental representative will be glad to help you solve your problem anytime.

CONTINENTAL CAN COMPANY

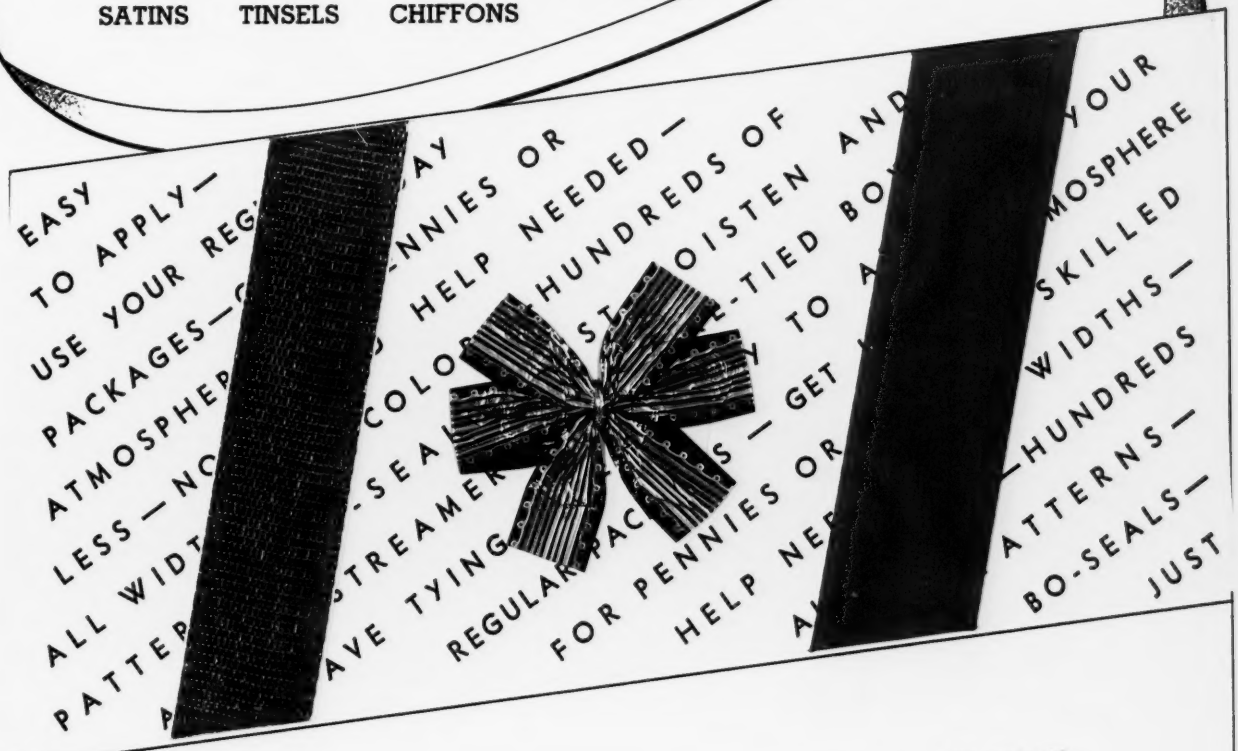
NEW YORK · CHICAGO · SAN FRANCISCO · MONTREAL · TORONTO · HAVANA

Help Yourself To ***Holiday Business*** at minimum cost

with **BO-SEALS—STREAMER BOWS**

or **STARK BROS. RIBBONS**

SATINS TINSELS CHIFFONS



Write for details or send your present package. We will return it transformed to greatest holiday beauty with the appropriate ribbon-tie and full cost details.

STARK BROS. RIBBON CO.

352 FOURTH AVENUE NEW YORK CITY

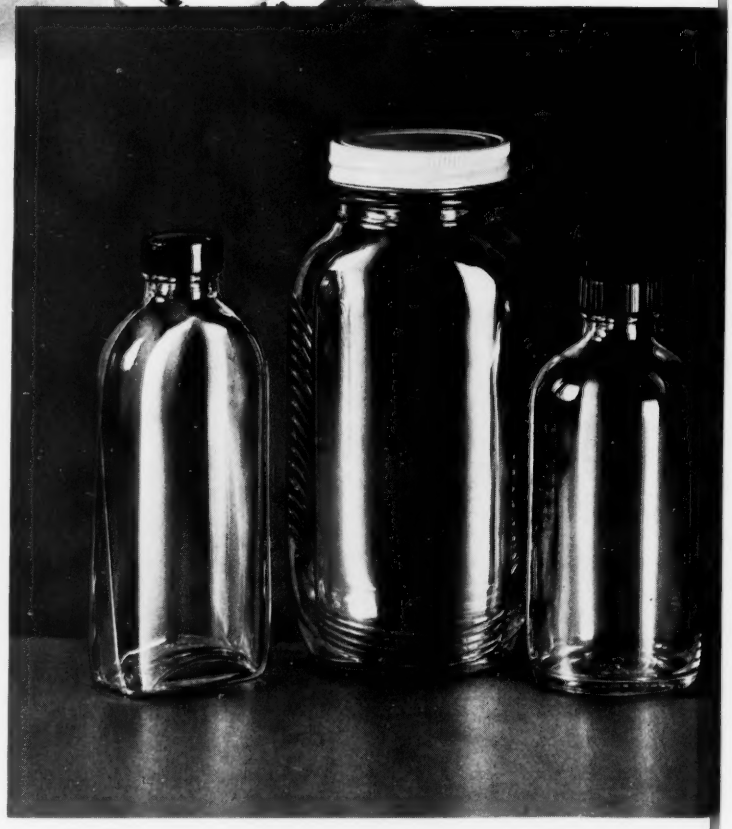
How to DELIVER THE GOODS today

Your packages are your delivery fleet. And, like a smart store's trucks, they have a double duty. They must not only deliver safely and efficiently. They must also have distinctive appearance that pleases the public's eye.

Those specifications call for the modern packaging material . . . Glass. And that's a call Owens-Illinois can answer to the satisfaction of your production manager, your salesmen and your customers.

We can help you modernize your delivery . . . with the latest stock model or custom-job designed for you alone.

Call an Owens-Illinois salesman. The complete packaging service he can offer will help you *deliver the goods today*. Owens-Illinois Glass Company, Toledo.



These smart glass containers show how Owens-Illinois designers combine practical efficiency with the eye-catching beauty that helps you sell. Left to right: Modernized Imperial Oblong with smart Lustrseal cap. The new Owens-Illinois O-I Oval, light weight but decorated, for many food products. Streamlined Boston Round with Lustrseal cap, handsome general purpose container.

OWENS-ILLINOIS
GLASS COMPANY

VISIT THE GLASS CENTER 1939 NEW YORK WORLD'S FAIR

First in Glass

MODERN PACKAGING

WHAT TO DO—AND WHAT NOT TO DO —ABOUT *Christmas*

A study of holiday packaging materials, and of the elements affecting their selection, by the Institute of Package Research, plus a directory of sources of supply of holiday packages and packaging materials.

What Is It All About?

It would be a very simple and pleasant situation, for most manufacturers, if there were no such thing as the Christmas tradition to disturb their routines and to make them spend hot summer weeks trying to anticipate the wishes of the ultimate consumer, the peculiarities of the jobber and the retailer and the actions of competing manufacturers who have likewise decided, in mid-July and early August, that Christmas provides an excellent opportunity for clearing out old stocks, for introducing new products, for getting a higher mark-up, for cutting overhead by increasing volume or—to put it more simply—for moving a whale of a lot of merchandise at low cost and, hence, at long profit.

The world being as it is, however, all, except those luckiest readers of Modern Packaging who are in the fertilizer business or the swim suit business,* must begin at this time, to bestir themselves if they are to place their holiday merchandise upon the market in ample volume and in time to enjoy to the fullest extent the sales opportunities of the pre-Christmas weeks.

Many of you have, no doubt, already explored this situation—particularly if your plans call for special packages or package parts requiring extended periods for their production. Certainly, if you require private molds for plastic parts or for glass containers or for similarly time-consuming package making tools, you had best bestir yourself immediately or change your plans in favor of something far simpler and far easier to produce in a relatively short time.

So let us first remind ourselves as to just what it is we are attempting to accomplish by using a Christmas package at all. Just why do we attempt to dress up our products with a holiday atmosphere?

Primarily, of course, the answer is "To identify our merchandise as gift merchandise." Indeed, this answer is true, in a literal sense, for many a class of commodities which would not ordinarily be thought of as suitable for gift purposes unless it were specially packaged and specially identified as a holiday item. Consider, for instance, the utilitarian electrical household accessories. Your wife, poor wretch, might not take too kindly to the presence of a four-heat iron or a vacuum cleaner beneath the Christmas tree, were she not prepared—by advertising *and by packaging*—to accept such a gift as the expression of a wish to lighten (*Continued on page 31*)

* Our error. Since the above was written, we have been reminded that both garden fertilizers and bathing suits are Christmas merchandise in certain localities and are sometimes sold with appropriate Christmas packages.

Papers and Related Materials

By far, the largest of the holiday packaging material groups is the paper field, including plain colored papers with various types of surface finish and decorated papers, as well as plain and decorated transparencies, tissues, foils and other sheet materials. A tremendous variety of these is available directly from manufacturers' or dealers' stocks and additional numbers may be fabricated, or partially fabricated, from stock materials, by embossing, imprinting, die-cutting, sheeting, etc., in short order.

The uses of fancy papers are almost infinite. There is, of course, the fancy paper wrap; there is the decorated band partially covering your standard package and leaving it in part exposed for identification by the consumer. Then there is the set-up box, fancy paper covered, and a number of variants, such as the paper covered fibre cylinder and certain types of folding constructions incorporating an outer paper wrap. Fancy papers are frequently utilized on displays and, for Christmas purposes, may be used for labels, tags and in numerous other ways.

Papers offer the advantage of an extremely wide range of grades and types and prices suited to every product, of ease of use by relatively unskilled factory personnel and of minimized materials waste when careful planning precedes paper purchase.

The accompanying chart shows the primary sources of supply for major varieties of sheet wrapping material.

SOURCES OF PAPER AND RELATED MATERIALS

COMPANY NAME	ADDRESS	Paper, Cork	Paper, Crepe	Paper, Embossed	Paper, Embossed Metal	Paper, Fancy, Printed	Paper, Flint Glazed	Paper, Friction Glazed	Paper, Glassine (Plain and Embossed)	Paper, Imitation Leather	Paper, Metallic Coated (Plain and Embossed)
Aldine Paper Co., Inc.	New York, N. Y.	★	★	★	★	★			★	★	★
Aluminum Co. of America	Pittsburgh, Pa.				★						★
American Foil Corp.	New York, N. Y.				★						★
American Tissue Mills	Holyoke, Mass.		★								
Armstrong Cork Co., Closure Div.	Lancaster, Pa.	★									
Artcote Papers, Inc.	Irvington, N. J.			★	★						★
Atlas Powder Co., Zapon Div.	Stamford, Conn.									★	
Beekman Paper & Card Co., Inc.	New York, N. Y.										★
Bendix Paper Co.	New York, N. Y.			★	★	★					★
Ben-Mont Papers Inc.	Bennington, Vt.			★	★	★		★	★		★
Beveridge-Marvellum Co., The	So. Hadley Falls, Mass.			★	★	★		★		★	★
Birge & Son Co., M. H.	Buffalo, N. Y.			★		★					
Bradner Smith & Co.	Chicago, Ill.	★		★	★	★	★	★	★	★	★
Celluloid Corp.	New York, N. Y.										
Central Waxed Paper Co.	Chicago, Ill.								★		

(*Continued from page 29*) her household tasks, rather than as a subtle criticism of her performance of these particular duties.

Even with appropriate advance preparation and packaging, utilitarian gifts must be presented "at the donor's risk." Obviously, here packaging plays a major part in identifying the product as a gift.

The same is true with even the more frivolous items, for those who give gifts, as well as those who receive them, during the holiday season go to great pains to emphasize the "giftiness" of their presents. Certainly, when department stores in increasing number find it possible to sell elaborate and expensive gift wrappings, it may be concluded as perfectly reasonable for the manufacturer of prepacked merchandise to make some substantial attempts in the same direction.

Beyond identification as holiday merchandise, there are other reasons why you have, in the past, utilized

Paper, Plated	Paper, Pyroxylin Coated	Paper, Tissue	Paper, Trademark	Paper, Velour (Plain, Printed and Embossed)	Paper, Wood Veneer (Imitation)	Paper, Wrapping (Fancy Tissue)	Transparent Cellulose (Plain)	Transparent Cellulose (Printed)
★	★		★	★	★	★		
		★				★		
	★							
		★				★		★
★	★							
				★		★		
★	★	★	★	★	★	★		
							★	

Christmas packages. In many cases the holiday package serves as a means of grouping a number of small related articles of merchandise, each of which is too small in itself to qualify as a gift. Frequently such a grouping—by virtue of its holiday packaging—becomes, paradoxically, greater than the sum of its parts and exercises an appeal and commands a price larger than one would expect by simply adding up the cost of the various units which are involved.

On the other hand, many a manufacturer has successfully used holiday packages, in one form or another, as a means of making low-priced items or price-fixed items more attractive as holiday merchandise. An outstanding instance of this sort is the simple holiday sleeve utilized to transform ten packages of cigarettes into a gift carton.

The analysis might be carried much further and, no doubt, special classifications and special explanations could be found to justify many special promotions of previous years. Their final justification, however, must lie in the fact that by now everybody is doing it—everybody, and particularly the retailer and the consumer, expects it of you and, unless you have an awfully strong reason and an awfully persuasive way of telling that reason, you would do well to swim along with the main stream.

A Few Major "Don't's"

In its many years of following the holiday packaging situation, Modern Packaging has had the opportunity to observe a number of colossal failures—as well as a far greater number of outstanding successes. Analyzing these failures, we may deduce a few simple rule-of-thumb prohibitions. Follow these rules and you have the possibility—though no certain guarantee—of a successful holiday promotion. Ignore these rules and you have almost a certainty of a failure, costly not only in itself but in its effect upon post-holiday sales and upon the general reputation which your line enjoys with dealers and with established consumers.

Don't—whatever else you do—don't let your costs run away with you. Remember that the price-conscious consumer is still price-conscious, though somewhat groggy, during the middle weeks of December. Particularly if yours is an article sold within a regular or limited price range during the other ten and a half months of the year, you cannot expect the consumer to foot the bill for your fancy holiday dress. Either you'll have to absorb it, or you'll have to find some way of making the combined package and product definitely more valuable to the consumer, and hence, able to command a higher price than the product itself usually receives in its standard package.

Next, don't expect the dealer to go to great trouble in setting up your package, in handling your package, or in converting your package back into its original pre-holiday form in case it is not sold during the holiday season. Many a manufacturer has sought to convert stock already on the dealer's shelves into holiday merchandise by providing the dealer with cartons, sleeves,

SOURCES OF PAPER AND RELATED MATERIALS

COMPANY NAME	ADDRESS	Paper, Cork	Paper, Crepe	Paper, Embossed	Paper, Embossed Metal	Paper, Fancy, Printed	Paper, Flint Glazed	Paper, Friction Glazed	Paper, Glassine (Plain and Embossed)	Paper, Imitation Leather	Paper, Metallic Coated (Plain and Embossed)
Collins Mfg. Co., A. M.	Philadelphia, Pa.			★	★	★		★		★	★
Crystal Tissue Co., The	Middletown, Ohio			★		★					
Daniels Mfg. Co.	Rhinelander, Wis.					★			★		
Datz & Son Inc., A. S.	Philadelphia, Pa.			★	★	★	★	★		★	★
Decatone Products	Fitchburg, Mass.			★		★					
Deerfield Glassine Co.	Monroe Bridge, Mass.								★		
Dejonge & Co., Louis	New York, N. Y.			★	★	★	★	★		★	★
Dennison Mfg. Co.	Framingham, Mass.	★	★	★		★			★		★
Detroit Wax Paper Co.	River Rouge, Mich.								★		
District of Columbia Paper Mills, Inc.	Washington, D. C.			★		★					
Dobeckmun Co., The	Cleveland, Ohio									★	★
du Pont de Nemours & Co., Inc., E. I.	Wilmington, Del.										
Eastman Kodak Co.	Rochester, N. Y.										
Forbes Lithograph Co., The	Boston, Mass.										
Fort Howard Paper Co.	Green Bay, Wis.										
Goodyear Tire & Rubber Co., Inc.	Akron, Ohio										
Hamersley Mfg. Co., The	Garfield, N. J.								★		
Hampden Glazed Paper & Card Co.	Holyoke, Mass.			★	★	★	★	★		★	★
Hartford City Paper Co.	Hartford City, Ind.			★	★	★			★		★
Hazen Paper Co.	Holyoke, Mass.			★	★	★	★	★		★	★
Heywood Co., Inc., R. R.	New York, N. Y.					★					
Hinkson Paper Co.	Palmer, Mass.			★	★	★	★	★		★	★
Holliston Mills Inc., The	Norwood, Mass.									★	
Holyoke Card & Paper Co.	Springfield, Mass.			★	★	★				★	
Holyoke Coated & Printed Paper Co.	New York, N. Y.			★	★	★	★	★	★	★	★
Hughes & Hoffman	New York, N. Y.			★	★	★	★	★		★	★
Japan Paper Co.	New York, N. Y.	★		★	★	★					★
Kalamazoo Vegetable Parchment Co.	Kalamazoo, Mich.		★	★		★			★		
Keller-Dorian Paper Co., Inc.	New York, N. Y.	★		★	★	★	★	★		★	★
Kimberly-Clark Corp.	Neenah, Wis.			★		★					

Paper, Plated	Paper, Pyroxylin Coated	Paper, Tissue	Paper, Trademark	Paper, Velour (Plain, Printed and Embossed)	Paper, Wood Veneer (Imitation)	Paper, Wrapping (Fancy Tissue)	Transparent Cellulose (Plain)	Transparent Cellulose (Printed)
★			★					
		★				★		★
★						★		
			★					
★	★		★	★	★	★		
★	★	★		★	★	★		★
		★						
				★				
								★
	★						★	
							★	
								★
		★						
	Pliofilm Transparent Film (Plain and Printed)							
★	★		★	★	★	★		
			★					
	★		★		★	★		★
★	★		★		★	★		
	★							
★			★		★			
★	★		★	★		★		
★	★			★		★		
		★		★	★	★		
						★		
★	★			★	★	★		

bands, seals, bags or wraps. In some few instances where such a procedure is carefully planned and carefully carried through, and where the number of dealers is limited and their type high, this plan has proved successful. For the average manufacturer and for the average dealer, conversion of standard stocks into holiday stocks is a practical impossibility, particularly during the rush of the early holiday weeks.

Nor can you expect the dealer to take great pains to set up your packages if they are of a type requiring special handling by the dealer. And, finally, unless you are ready to take back holiday merchandise in exchange for post-season merchandise, it would be well to consider the practicability, in your case, of providing some means whereby the dealer can remove the holiday band, wrap, seal or ribbon and, by the very act of removal, achieve transformation of the merchandise back into its original form. It is for this reason that so much holiday merchandise consists of outer decoration applied over a standard package.

Obviously, in many cases the entire merchandising and packaging scheme and the nature of the product and the holiday package will make such a consideration of what might be termed "the conversion factor" inadvisable. Let the rule, however, read "If you can achieve convertability without sacrifice of other holiday advantages, by all means insist upon it."

Next on our list of "don't's" is the rule against destroying the eye appeal, the identity, or the visibility of your standard package or product in the process of converting it into a holiday package. If the shape of your bottle has achieved trade mark values for you, think twice before you utilize a special holiday bottle of different shape. Consider whether it would not be possible to achieve your holiday differentiation by the introduction of a special closure, a dispensing device, a ribbon, an overwrap, or a seal.

If you have spent millions building up your trade name, you must walk a straight and narrow path between over-emphasis and blatancy in the use of your name in holiday decorations on the one hand and, on the other hand, a complete masking of your expensive identifying symbol under a wrap or other package form boasting of little besides mere decorative quality.

Obviously, if your product is of a type requiring visibility for its proper selection and display, you will no more wish to destroy this element in your holiday package than you would in your standard package. Particularly is this point important to consider in regard to the dealer's use of your product for display purposes. Your package must be such that it becomes possible for the dealer to display your product in a way in which it can be understood and recognized by the consumer, without destroying too much the special packaging effects which you have added for holiday atmosphere.

A further "don't," and one which will be heartily seconded by your production department, reads "Don't complicate your problems of production, stock keeping, shipment, etc., beyond a reasonable point and, if pos-

SOURCES OF PAPER AND RELATED MATERIALS

COMPANY NAME	ADDRESS	Paper, Cork	Paper, Crepe	Paper, Embossed	Paper, Embossed Metal	Paper, Fancy, Printed	Paper, Flint Glazed	Paper, Friction Glazed	Paper, Glassine (Plain and Embossed)	Paper, Imitation Leather	Paper, Metallic Coated (Plain and Embossed)
Kupfer Bros. Co.	New York, N. Y.			★	★	★	★	★	★	★	★
La Monte & Son, George	Nutley, N. J.										
McDowell Paper Mills	Philadelphia, Pa.								★		
McLaurin-Jones Co.	Brookfield, Mass.			★	★	★		★			★
Marvellum Co., The	Holyoke, Mass.			★	★	★		★	★	★	★
Matthias Paper Corp.	Philadelphia, Pa.	★		★	★	★	★	★	★	★	★
Metz Paper Co.	Pawtucket, R. I.						★				★
Micacrystal Products Co.	New York, N. Y.					★					
Middlesex Products Corp.	Cambridge, Mass.			★	★			★		★	★
Milprint, Inc.	Milwaukee, Wis.										
Monsanto Chemical Co., Plastics Div.	Springfield, Mass.										
Morart Paper Co., Inc.	Holyoke, Mass.					★					
Mosinee Paper Mills Co.	Mosinee, Wis.										
Mundet Cork Corp.	Brooklyn, N. Y.	★									
Nashua Gummed & Coated Paper Co.	Nashua, N. H.			★	★	★		★	★	★	★
National Coated Paper Corp.	Pawtucket, R. I.			★		★		★			★
New England Card & Paper Co., Inc.	Springfield, Mass.			★	★	★		★		★	★
Newark Paraffine & Parchment Paper Co.	Newark, N. J.								★		
Orchard Paper Co.	St. Louis, Mo.			★	★	★					
Orono Pulp & Paper Co.	New York, N. Y.			★							
Paper Affiliates Co., Inc.	New York, N. Y.	★		★	★	★	★	★		★	★
Paper City Mfg. Co., Inc.	Holyoke, Mass.			★	★	★	★	★			★
Paterson Parchment Paper Co.	Bristol, Pa.										★
Pauli Corp., Karl	New York, N. Y.	★		★	★	★					★
Payson Co., The	Rockland, Mass.										
Pyrotex Leather Co.	Leominster, Mass.			★						★	
Racquette River Paper Co., The	Potsdam, N. Y.			★		★				★	★
Ramac, Inc.	Holyoke, Mass.			★		★		★		★	
Ray-O-Nite Coated Paper Mills	Rochester, N. Y.			★	★	★	★	★			★
Reynurn Mfg. Co., Inc., The	Philadelphia, Pa.		★								

Paper, Plated	Paper, Pyroxylin Coated	Paper, Tissue	Paper, Trademark	Paper, Velour (Plain, Printed and Embossed)	Paper, Wood Veneer (Imitation)	Paper, Wrapping (Fancy Tissue)	Transparent Cellulose (Plain)	Transparent Cellulose (Printed)
★				★		★		
			★			★		
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★	★							

sible, don't complicate them at all. If you utilize fully automatic production lines to get your standard product out of the vat and into the warehouse, you will naturally have to select a form of holiday packaging that will either utilize your fully automatic equipment or permit you to coordinate hand and semi-automatic operations with the flow of the output of your automatic machinery. When a machine is turning out packages at 120 a minute, and a girl can tie a bow around the neck of each bottle at a rate of 2 per minute, it becomes a simple problem in arithmetic to realize the catastrophic implications of a decision to utilize such a bow on such a package. Far better would it be to work out a holiday decoration—of ribbon or other material—which could be more easily, more cheaply and, most of all, more speedily applied.

Tying in most closely with the previous "don't," is the rule against doing anything that will delay your deliveries to the trade. Your holiday season is short enough, and your dealers will be grumpy enough without packaging troubles and packaging delays. This means that you will have to plan your new Christmas package, or the conversion of your present package by the addition of a holiday note, with a constant and acute consciousness of the time element involved in securing deliveries and fabrication of the various types of material available for your purposes.

Naturally, the problem of timing will vary in every plant according to the size of the plant, the size of the problem, trade customs and a dozen other factors. Two things, however, may be said to apply generally to all those confronted by the ominous sound of a fast-ticking clock. First, a simple package or package part will often do the trick quite as effectively as a complicated one and, by the same measure, a stock material or a material fabricated on a semi-stock basis may frequently—by ingenious planning—do just as well as something made directly to your order. Secondly, if time doesn't permit you to get a special package, and oftentimes even if you are not pressed for time, you may be wise to consider some addition in the form of an overlay, an overwrap, ribbon, band, or outer carton, instead of a complete package conversion.

With these pious admonitions, let us turn from generalities to a consideration of the various materials available to you and the sources of supply of these materials.

Wraps, Bands and Labels

Presented next for your consideration as Christmas decorative material is the group consisting of wraps, bands, labels and seals—in short, partially fabricated or completely fabricated paper items for use on your regular packages or on special Christmas packages. A number of suppliers are in a position to provide these out of stock or on short order delivery, with special decorations. Other firms are in a position to make up special items in any of these categories and these can frequently be made up without too great a time expenditure by the use of one or another of the many holiday decorated papers.

SOURCES OF PAPER AND RELATED MATERIALS

COMPANY NAME	ADDRESS	Paper, Cork	Paper, Crepe	Paper, Embossed	Paper, Embossed Metal	Paper, Fancy, Printed	Paper, Flint Glazed	Paper, Friction Glazed	Paper, Glassine (Plain and Embossed)	Paper, Imitation Leather	Paper, Metallic Coated (Plain and Embossed)
Reynolds Metals Co., Inc.	Richmond, Va.				★						★
Rhinelander Paper	Rhinelander, Wis.			★		★			★		
Riegel Paper Corp.	New York, N. Y.			★		★			★	★	
Royal & Co., Thomas M.	Philadelphia, Pa.										
Royal Paper Corp.	New York, N. Y.			★	★	★	★	★	★	★	★
Sanderson Products, Inc.	New York, N. Y.			★	★	★	★	★		★	★
Schulman Co., Louis	New York, N. Y.			★	★	★	★	★		★	★
Shellmar Products Co.	Chicago, Ill.										
Springfield Glazed Paper Co.	Springfield, Mass.				★		★	★			
Stahl Co., G. A.	Philadelphia, Pa.										
Standard Rolling Mills Inc.	Brooklyn, N. Y.				★						
Sweetnam, Inc., Geo. H.	Cambridge, Mass.		★	★					★		
Sylvania Industrial Corp.	New York, N. Y.										
Tamm & Co.	New York, N. Y.			★							
Textileather Corp.	Toledo, Ohio									★	
Trade Lithograph & Printing Co., Inc.	New York, N. Y.										
Tuttle Press Co., The	Appleton, Wis.		★	★							
Union Bag & Paper Corp.	New York, N. Y.										
United Cotton Products Co.	Fall River, Mass.			★	★	★				★	
United Mfg. Co.	Springfield, Mass.	★		★	★	★	★	★		★	★
U. S. Envelope Co.	Springfield, Mass.										
Walther & Co., Inc.	Brooklyn, N. Y.			★	★	★	★	★		★	★
Warren Co., S. D.	Boston, Mass.										
Welsh Paper Co.	Philadelphia, Pa.			★	★	★	★	★		★	★
Westfield River Paper Co., Inc.	Russell, Mass.			★					★		
Whiting Co., Inc., C. R.	Hoboken, N. J.	★		★	★	★	★	★		★	★
Whiting-Patterson Co., Inc.	Philadelphia, Pa.			★	★	★	★	★		★	★
Williams & Co., Inc., Chas. W.	New York, N. Y.	★		★	★	★	★	★	★	★	★
Wyomissing Glazed Paper Co.	W. Reading, Pa.						★	★			★

Paper, Plated	Paper, Pyroxylin Coated	Paper, Tissue	Paper, Trademark	Paper, Velour (Plain, Printed and Embossed)	Paper, Wood Veneer (Imitation)	Paper, Wrapping (Fancy Tissue)	Transparent Cellulose (Plain)	Transparent Cellulose (Printed)
								★
★	★	★	★	★	★	★		
★					★			
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★				★		★		
★	★	★	★	★	★	★		
★				★				

Ribbons, Tapes and Ties

Within recent years, the number of types of decorative ribbons and ties available to manufacturers has substantially increased both owing to the introduction of new materials and new ways of processing these materials. Broadly speaking, ribbons and ties fall into two categories: Those which are of stock pattern or which employ solid color, transluscent or transparent tinted colors and can, therefore, be supplied from stock and, secondly, those incorporating private designs, trade marks, firm names and similar elements which most obviously require special order work.

Since most suppliers are in a position to supply ties of both varieties, no differentiation is made below.

Ben-Mont Papers, Inc., Bennington, Vt.; Better Packages, Inc., Shelton, Conn.; Central Paper Co., Menasha, Wis.; Chicago Printed String Co., Chicago, Ill.; The Crystal Tissue Co., Middletown, O.; Dennison Manufacturing Co., Framingham, Mass.; The Dobeckmun Co., Cleveland, O.; E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.; Du-Tone Ribbon Corp., New York, N. Y.; Ever Ready Label Corp., New York, N. Y.; Fibre Cord Co., Inc., New York, N. Y.; Film-Tex Products Co., Cuyahoga Falls, O.; The George Franke Sons Co., Baltimore, Md.; Freydberg Bros. Inc., Stamford, Conn.; General Ribbon Mills, Inc., Catasauqua, Pa.; Gerstein Bros. Mfg. Corp., New York, N. Y.; Graeme Harrison Products Inc., New York, N. Y.; Gummed Tape & Devices Co., Brooklyn, N. Y.; Hy-Sil Manufacturing Co., Revere, Mass.; Japan Paper Co., New York, N. Y.; M. D. Knowlton Co., Rochester, N. Y.; Lion Ribbon Co., New York, N. Y.; Lustro Ribbon Co., Inc., Chicago, Ill.; McLaurin-Jones Co., Brookfield, Mass.; Micacrystal Products Co., New York, N. Y.; Milwaukee Printed String Co., Inc., Milwaukee, Wis.; Minnesota Mining & Manufacturing Co., St. Paul, Minn.; Nashua Gummed & Coated Paper Co., Nashua, N. H.; National Tinsel Manufacturing Co., Manitowoc, Wis.; Paper Affiliates Co., Inc., New York, N. Y.; The Reyburn Manufacturing Co., Philadelphia, Pa.; Royal Paper Corp., New York, N. Y.; Seal, Inc., Shelton, Conn.; Stark Bros. Ribbon Corp. New York, N. Y.; M. Swift & Sons, Inc., Hartford, Conn.; R. C. Taft Co., Chicago, Ill.; Thayer Manufacturing Co., Norwich, Conn.; The Walser Manufacturing Co., Inc., Clifton, N. J.; W-E-R Ribbon Corp., New York, N. Y.; Chas. W. Williams & Co. Inc., New York, N. Y.; Wurzburg Bros., Memphis, Tenn.

Boxes and Cartons

Some manufacturers are in a position to supply special varieties of set-up boxes and folding cartons and cylindrical and rectangular fibre containers with appropriate Christmas decorations from stock. The vast majority of such containers are, however, made up to order with the time element calling for from a minimum of two weeks to as long as six or eight weeks for the first delivery, depending upon the complexity of the container itself and the different time requirements of the materials used to fabricate same.

In the set-up box field, a few companies—principally those serving the retail store and the jewelry trades—maintain lines of stock containers suitable for holiday use.

Fibre can manufacturers are, perhaps, in a more advantageous position to meet holiday demands in that their production and their manufacturing process lend themselves to the rapid production of containers utilizing stock holiday papers, with or without imprints, as the outer surfaces of their packages.

In the folding carton field, several companies provide lines of stock boxes. Among these are the Container Corporation of America, Chicago, Ill.; The Gardner-Richardson Co., Middletown, O.; Indianapolis Paper Container Co., Indianapolis, Ind., and the Simplex Paper Box Corp., Lancaster, Pa.

A number of other companies have patented types of cartons designed particularly for Christmas use and are frequently in possession of plates suitable for the preparation of such boxes without the delays involved in the creation of special designs. In such cases, deliveries can usually be started on boxes utilizing existing plates—as is, or modified to include trade mark or name of user—within from one week to ten days of the time of order.

Delivery, where designs must be created and approved and plates made before production can begin, varies from ten days on rush jobs, upwards. Naturally, delivery is dependent quite as much on conditions in the carton manufacturer's plant and on prior orders as on the actual time consumed in preparing an original carton design for printing or lithography. Except under special circumstances, it is not reasonable to expect the carton maker to meet any delivery requirement under two weeks, and usually a longer period should be allowed.

In the transparent box field, a number of manufacturers maintain stock supplies of transparent container in rectangular and round shapes, as well as of transparent specialities such as display pails, etc. Since transparent boxes are today still largely made by hand, the transparent box manufacturer is in a position to start production within a relatively short time from the receipt of order, and deliveries are limited only by the capacity of his operators and his plant.

Other Container Types

Numerous varieties of glass containers, molded plastic jars and boxes, wooden boxes, leather covered boxes, etc., are available either from stock or to be fabricated on special order utilizing existing dies, jigs and molds.

Time lapses required for fabrication and delivery will, of course, vary in almost every separate instance according to the quantity ordered, type of material used, the modification required to accommodate special designs, etc.

Complete lists of suppliers in each of these fields can be obtained by writing Modern Packaging or by referring to the directory section of Packaging Catalog.

Package Accessories and Novelties

A wide variety of decorative accessories and package parts are available, many of which lend themselves admirably to holiday use. These include the very broad fields of metal closures, molded closures, foil and viscose secondary seals, corks, wooden embossed corks, pottery packages, wicker packages, novelty tabs, molded plastic pendants and charms, etc.

It is interesting to note, in considering novelties and package accessories, that these can play an extremely important part in converting a standard package into a holiday container. They permit such conversion at low cost and, at the same time, they do not usually require any major changes in the packaging production process. In some cases, no change whatever is required.

For instance, if a special closure is substituted for the standard closure utilized on a bottled product, both may be of the same construction and the Christmas closure may therefore be applied on the regular production line without any interruption of normal plant operations. The same applies when a specially designed foil or viscose secondary seal is utilized.

Where accessories of packaging are to be used, these can frequently be applied to the package at the delivery ends of production lines, just prior to the final packing-for-shipment operations. Thus the introduction of hand operations need not involve disruption of normal machine operations. In the liquor industry, some firms utilize molded plastic or metal pendants or charms as special decorations. Obviously, these can be applied in the manner described above.

For luxury products, where the cost of special packages is covered by the added price commanded by the holiday merchandise, elaborate wicker packages, pottery container, wooden containers, leather chests, metal chests and other forms of outer gift container are frequently utilized. These, of course, are made up to order in many cases and carefully selected in dimensions, colors, and with decorations suited to the product they will contain.

Gift packaging here is usually an assembly proposition, involving the combination of a number of standard packages—the various essentials for milady's facial manipulations, for instance—into the gift container. Such assembly is essentially a series of hand operations, although it may frequently be speeded up—where production is large—by the use of belt-equipped tables or similar devices to insure an even motion of the gift container past the various stages at which it receives the component parts of the gift set.

1

1. The Hankey Baking Co. uses an aluminum foil inner jacket to back a transparent wrap printed by Milprint, Inc. **2.** Aluminum foil sandwiched between an inner and outer cellophane layer forms the protective wrap for this Kurschner Baking Co. product. **3.** Embossed and printed aluminum foil is used for wrapping the bakery sweets of the Vita Bran Corp. Foil for all three packages supplied by the H. D. Catty Corp.

"ALL THAT GLITTERS IS NOT—"

No—sometimes it is bread using foil to foil the elements

While foil has been utilized by bakery industries in a number of instances in the past, it has recently achieved much wider adoption and seems to be proving both its merchandising and protective values in a number of diverse applications throughout this industry which has presented so many packaging headaches because of the nature of its products.

In conjunction with an outer wrap of printed transparent cellulose, Hankey Baking Company's Hollywood Health Bread presents a startling appearance on store counters, effectively differentiating its product from breads of the more common types. In addition to striking appearance, it is claimed that the heat and light reflecting qualities of foil aid in the preservation of the freshness of the product.

The Kurschner Baking Co., manufacturers of so-called "Vollkornbrot" and whole grain Pumpernickel, utilize a three-layer wrapper in which aluminum is sandwiched between inner and outer wraps of transparent cellulose. This combination, it is claimed, serves to preserve the freshness of these breads for periods as long as three or four weeks.

The Vita Bran Corp. has recently started the use of embossed and printed aluminum wraps, of a type usually utilized for the wrapping of confectionery sweets, for its numerous individually wrapped bakery sweets, including miniature penny pies and similar items. The foil here protects the product against the excessive handling usually accorded such low-price lunch snacks.

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THE PACKAGING INSTITUTE

The newly merged and rapidly growing organization moves aggressively towards its first convention

In its June issue, Modern Packaging announced the merger of the Package Machinery Manufacturers Institute and the Production Managers Assn. to form the Packaging Institute, Inc., with William M. Bristol, Jr., as president and C. H. Lambelet as vice president.

Since then the new association has entered vigorously into an expansion of its activities and is planning on still further expansion—to such an extent that it now appears obvious that the long-awaited and all-inclusive organization representative of the packaging industries as a whole is in the process of formation.

The two parent associations brought to the new body substantial, though by no means complete, representation among manufacturers of packaging machines and machine accessories and among that most basic portion of all the packaging industries, the production divisions of plants utilizing packages in the manufacture and assembly of consumer goods.

To these two bodies has now been added a third division, tentatively denoted as the Packaging Supplies Division. Firms engaged in manufacturing, importing or marketing supplies used in connection with packaged goods or packaging machinery are eligible to membership in this section of the larger organization.

The possibility of still further expansion of the Institute is indicated in the statement of President Bristol, to be found on the opposite page, wherein is indicated the possibility of the establishment of a fourth division—for those engaged in the design of packages—if such a proposal should be favorably acted upon by the directors of the parent association or by the Institute membership at its first annual meeting.

This meeting has been scheduled to be held early in October at the Edgewater Beach Hotel, Chicago, Ill., and at this meeting a more detailed and formal program for the entire Institute, and particularly for cooperation between the various component groups, will undoubtedly occupy the first order of business.

The development of the Institute comes at a time when outside influences have tended to present a number of common meeting grounds for the opinions and the activities of the seemingly diverse units which go to form the packaging industries. While the Institute is not conceived of by its founders as in any way competitive with existing organizations representing special sections of industry serving the packaging fields, it is but a reasonable conjecture to foretell that some means of affiliation of a number of these existing associations may sooner or later be worked out on a mutually satisfactory basis with the society which now has begun to represent three distinct groups within the packaging industries, thus taking on an even more representative character, while individual groups would continue to follow programs of activity and research within their groups at their own discretion.

Among the fields for activity open to the expanding organization, perhaps the most obvious and most important at the present time is that involving the exchange of problems and the solution of differences of opinion as between various groups within the packaging field. It was, in fact, the very need for such a relationship between the two groups—machinery manufacturers and production men, who merged to form the Institute—which brought them together. Undoubtedly many an instance of expensive working at cross purposes as between package producers, machinery producers and package and machinery users will, in the future, be economically resolved through the interrelationship of representative organizations within the Packaging Institute.

A further field for activity lies in the representation of all three of these groups—and perhaps of others who may later become affiliated—whenever legislation or regulation by administrative bodies in Washington or in the various states may be under consideration. The enactment of a number of recent laws, and the proposal for enactment of a number of others, has vitally affected one or more of these divisions of the industry and adequate representation of the viewpoint of the entire packaging industry, backed by adequate research, has undoubtedly become essential if packaging is to continue to progress without ham-stringing by ill-considered regulations. In several recent instances, regulations designed to accomplish worth-while and laudible effects in the interest of the consumer have been loosely written or hastily prepared and have served to subject packagers, and those who supply the packager, to the waste of valuable materials and equipment, or to the forced obsolescence of machinery having before it a far longer natural life.

Beyond the exchange of viewpoints and the representation of the interests of the various components of the packaging industries, the Institute may well be looked towards as a means of coordinating package research in all its branches. All too frequently, in times past, has it been necessary for researches of benefit to the entire industry to be carried out by single companies or not carried on at all. If the Institute rises to the oppor-

A STATEMENT BY WILLIAM M. BRISTOL, JR.

Vice president, Bristol-Myers Co.
President, Packaging Institute, Inc.

"I feel obliged at the outset to say that there are so many possible ramifications and such a variety of objectives before the Packaging Institute that it would be neither wise nor advisable to be too specific at this early period in the development of the organization. However, I believe there are one or two definite fundamentals which can serve as a starter.

"The Institute might continue to sponsor and work for a standardization of various packaging materials in order to reduce waste and promote production efficiency in all plants. To do this, it is recognized that it will require the continuous effort of all divisions of the Institute. When I say 'standardization,' I do not mean to infer that all packages should be standardized to the point of losing their identity, but rather to encourage the use of basic principles that are mutually agreeable, and which permit of simplification all along the line.

"The Institute should serve as a clearing house for keeping its members informed of new developments in machinery, materials, and methods, in an effort to bring about a constant improvement of quality and technique.

"It naturally follows that the Institute should invite the cooperation of packaging designers, in order to accomplish practical packages capable of being produced on practical machinery. In doing this, the Institute should tend to eliminate the development of packages which may present a hazard or be deceptive to the user. If this purpose is honestly pursued, I believe we can do a great deal toward eliminating legislative control that has been and will continue to be so upsetting to the packaging industry as a whole—primarily because there does not seem to be a recognized national group who could work directly with the Federal or State governments, point out what is reasonable and at the same time accomplish the purposes that the law makers have in mind. Therefore, it seems to me that the Packaging Institute could have for one of its purposes, to be an organization that can discuss and work with the Government as authoritatively representing the packaging industry.

"Again, the Institute should be capable of setting up rules or principles which govern some certain factors of package design which ultimately should have a beneficial influence on the future progress of the industry. It should encourage the free interchange of information which may have a bearing on production problems. Obviously, in its formation, a certain amount of privacy is permitted, since each division can discuss problems unique to itself. We are sure that the close association that will result from the semi-annual meetings will produce constructive answers to mutual problems. By working with or through existing organizations, improved acceptable standards and uniform trade policies can and should be developed.

"In summary, the Institute has been formed to encompass all phases of modern packaging. It is not confined to the problems or interests of the producer of packaging material, or the producer of packaging machinery, or the producer of the product in which the materials and machinery are used. It should have no selfish motive, because of the lack of peculiar interests, except in the one common denominator, namely—modern packaging. At its headquarters, there should be available to its members a very complete reference file of do's and don't's. To its members, the Executive Secretary could furnish news of all new developments in the packaging field, and along with it, an opportunity to secure first-hand knowledge from the producer or user of equipment, supplies, or designs.

"I think the Institute will be somewhat unique among trade associations in that its membership is not now and will not be confined to any particular industry or to any specialized group of individuals. We are starting out along lines that cannot be called conventional, yet they seem to be logical as we view the situation in these industries, and with the cooperation of the individuals and the firms who constitute the packaging industries, I believe we shall all be able to accomplish a great deal of good for all of us."

tunity, an immediate preliminary program would seem to be in order, with more extensive efforts to be looked for in the near future.

Each division of the Institute, including the not-yet existing Designers Division, would, of course, have numerous individual problems and the set-up of the Institute is such as to encourage the activities of the component groups while coordinating all these activities to prevent overlapping and waste of effort.

It will be seen by those who read the statement of President Bristol carefully, that most of the program of the Institute is yet in its formative stages and that the entire program, in fact, will bear no official status until ratified at the first annual meeting of the new organization. Thus those firms who have not previously held membership in either the machinery manufacturers or the production managers group, and who will shortly affiliate with the Institute, will be in a position to participate in the formulation of the basic policies, both prior to and during the October "constitutional" convention.

PACKAGING PAGEANT

1. A new member was recently added to the Barbara Gould family of cosmetic products. The well-designed cylindrical container for talc is covered with a simulated wood paper. The sifter top is sealed at the factory so that the consumer is assured of a sanitary, fresh product. The seal is torn away when the talc is ready to be utilized and the neat lid then serves to protect the sifter top against dust. Container by E. N. Rowell Co., Inc.

2. Pepsodent liquid dentifrice is a new product being marketed by The Pepsodent Co. The bottles, in three sizes, have a broad base construction so as to prevent toppling over. The cartons carry the product price so that when merchandised from the counter, the consumer may help herself. The color scheme of blue and white is similar to that utilized on other Pepsodent products, thus relating the new packages to the rest of the company's line.

3. Encased in a specially designed corrugated container, Rex hay rope is free from dust, dirt and abrasion. There is no burlap or tie-bands to remove. By lifting the small flap in the center of the container, the rope is easily accessible and may be withdrawn without kinking or snarling. The rope is ready-cut in four convenient lengths and is bought and sold by the dealer in its corrugated case, thus eliminating measuring, cutting and waste. The sturdy package is easy to ship and store and even lends itself to display in the store, while giving the consumer a convenient package that preserves the rope in perfect form and condition until ready for use. Box by Manufacturers Box Co., Inc.

4. We hazard a guess that Sta-Way will be a popular item when the mosquitoes and flies start their summer crusade. National Carbon Co., Inc. markets its insect repellent lotion in a pebble-grained green glass bottle with "handy-grip" sides. A black plastic closure tops the container. The front label tells a high-lighted story about the product, the back label—of booklet type—goes into further detail. The informative folder may be easily torn away along a provided perforated line.

5. Old World olive oil is marketed in a cleverly shaped glass container which is copied from an antique Venetian urn and is decorative enough to grace the dining table when French dressing is mixed in the gourmet fashion. A black molded closure tops the urn-shaped bottle and label treatment emphasizes old world atmosphere with a background of line drawings of the pyramids. Bottle by the Owens-Illinois Glass Co. Label by Richard M. Krause.

6. Elmer Candy Company's Gold Brick package was judged the best packaged local product of 1939 at an exhibition of packaged merchandise sponsored by the Advertising Club and the New Orleans Association of Commerce Manufacturers Committee. Gold foil paper wraps cover each of the Gold Brick candy bars. For counter presentation, a display unit constructed with rigid transparent sides with a cardboard base and an effectively designed back panel combine to effect a compact display which encourages consumer self-help.

7. This dispenser box holds Shellmar Products Co. holiday bands designed in continuous 150 yd. and 306 yd. units of a repeating pattern that permits any desired length of band to be cut off without destroying the effect of the band design. The roll is so inserted into the dispenser that the free end may be passed vertically upward through a slot at the top edge of the box, passed over the top of the box and under the metal cut-off device attached to the box top. Thus bands of any length may be quickly obtained by a flick of the wrist. The compact dispenser is colorfully designed and the Shell-Pli material laminated to the set-up box adds a gleaming finish to the unit. Box by Frankenburg Brothers, Inc.

8. A new entrant in the cola field is Canada Dry's Spur which is being marketed in 8 oz. and 28 oz. sizes. The larger size bottle is of pebbled glass, the smaller container of the usual smooth glass. Label treatment features the product name in a prominent manner with the crown trade mark forming the background. The 28 oz. bottle is further dressed up with a foil neck band and a secondary label. Bottles by the Owens-Illinois Glass Co. Labels by the U. S. Printing & Lithograph Co.

9. Wheat Gem, a product of the Wheat Gem Co., is merchandised in a fibre bodied can with tin top and bottom. The wrap-around label design and color scheme are outstanding in their simplicity. A special trade mark was created to symbolize the essential features of this and similar products of the manufacturer and takes prominent position on the front face of the container. The color scheme is cinnamon-brown and gold, conveying an idea of ripe wheat. Designed by Erik Hans Krause. Container by the R. C. Can Co.

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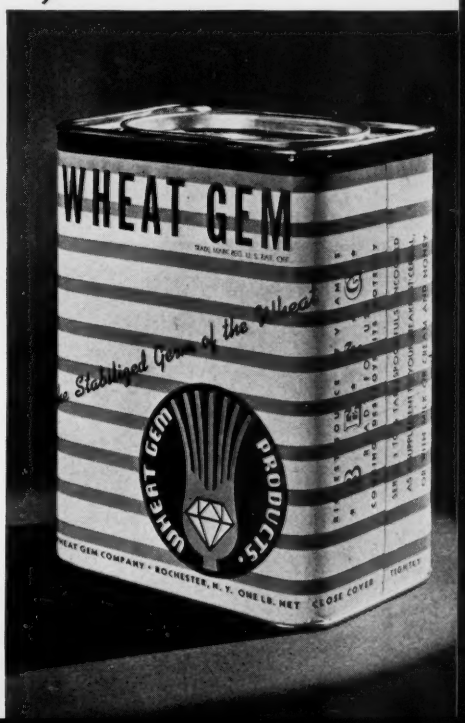

PACKAGING PAGEANT

10. Here is not only an attractively designed package, but an ingeniously constructed one as well. The Movie Cosmetic Co. houses all of the essentials for a self-applied hair wave in a set-up box designed in an effectively simple pattern. The clever feature of this package is the interior platform which, as may be seen in the illustration, is of one-piece construction, so die-cut and scored as to be easily and quickly folded and inserted into the box to admirably hold each of the various items in individual compartments. Simplicity and ingenuity combine to effect a package inexpensive to manufacture, yet striking in appearance. Designed by John D. Roche.

11. For 30 years the Ochee Spring Water Co. was faithful to the same containers for its sparkling water and ginger ale beverages. With a change in ownership, a change in packaging was introduced and the obvious improvements in product presentation may be noted by a comparison of the new bottles in the foreground with the old containers in the rear. Frosted glass utilized for the new bottles conveys an impression of coolness. Silver foil decorates the neck of the bottles and labels are smart and attractively designed to further express quality for an established product. Labels by The Foxon Co.

12. One O.K. inflated football is contained in this colorful corrugated carton which may be utilized as the shipping container as well as an attractive shelf package. The over-all box color is a rich, bright blue with printing in white and a lighter blue. The product name is featured in a bull's eye, thus making it readily recognizable when placed on the dealer's shelf. Manufactured by The Hinde & Dauch Paper Box Co. for the O.K. Manufacturing Co.

13. The Southern Biscuit Co. has a new package for its Mell-O-Gold coconut cookies. Against a sky-blue background are bands of yellow gold and appetizing illustrations of the cookies. The coconut palm on the side panels appropriately enough ties-in with the product neatly. The design lends itself admirably to mass display as the illustration shows. Package designed and produced by Robert Gair Co., Inc.

14. After several years of experiment, the O.K. Foods Co. has developed a new sandwich filling, marketed under the brand name, "Repeat." Stock containers are utilized for the merchandising of the product. The 4-oz. and 8-oz. size containers are of simple and sturdy design, providing ample label space and large areas of clear glass to give good visibility to the product. Plain round stock jars are utilized for the 18-oz. sizes. Both types of jars designed and manufactured by the Hazel-Atlas Glass Co.

15. A clear view of the product through the top half of the bottle, a sure grip due to decorative ridges around the bottom half of the bottle—these are two advantages achieved by Sharp & Dohme in the repackaging of its Alkolave, a rubbing alcohol compound. The bottle is topped by a continuous thread cap bound with a Cel-O-Seal band. Since the surface design for the sure-grip base reduces the labeling area, the sales copy is transferred to the back of the label and is read through the rubbing alcohol. Bottle supplied by the Owens-Illinois Glass Co.

16. Blue Moon Cheese Products, Inc., having encountered increasing competition in the marketing of its products, has now adopted glass tumblers for the various cheese spreads, containers colorfully designed and affording a clear view of the product

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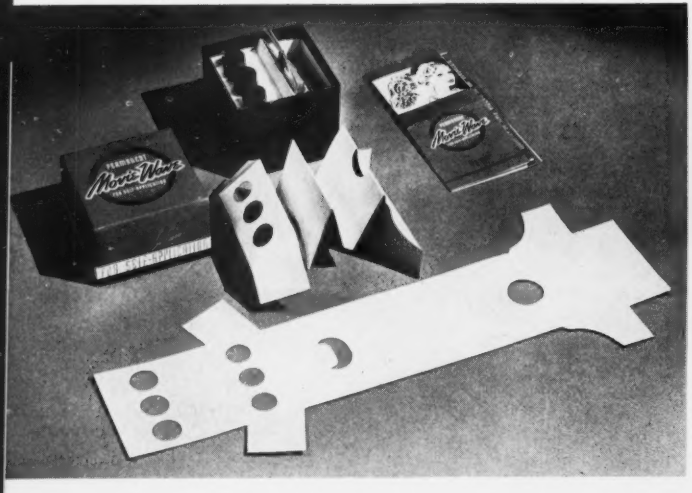

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packaged. A simply constructed counter display is utilized to simultaneously show a set of six tumblers, thus stimulating consumer interest in accumulating a complete set of glasses. Containers by the Owens-Illinois Glass Co.

17. "Buy your candy by the yard" says Gimbel Brothers. A yard long box, designed in a World's Fair pattern and executed in World's Fair colors, contains 3 lbs. of assorted candies and chocolates. To emphasize the yard length of this novel container, a yard stick is printed along the side panels of the box. A cellophane overwrap and orange ribbon further decorate the novelty container. Box made by the Albrecht-Bechtold Co.

18. Imra, a new depilatory, which is claimed to enjoy the distinction of being pleasant to use, is classified by its makers as a cosmetic item rather than a drug and is packaged in a manner suitable for a beautifying product. Note the white plastic closure on the tube which does not break the symmetry of the tube lines. The classic simplicity of design for both tube and carton is impressive, white being utilized to stress the purity of the product. Designed for Parfums Chevalier Garde by Bobri. Carton by the International Folding Box Co. Tube by Peerless Tube Co. Closure by the Mack Molding Co.

19. Norris Peanut Brittle and Cashew Brittle are old-fashioned southern products packaged in a very modern way. Several months of research was spent, prior to the adoption of these containers, in an effort to carry out the old-fashioned thought behind the candy itself. As finally adopted, the tin can is color-lithographed with an all-over photographic reproduction of the brittle, thus telling at a glance what is contained in the package and achieving appetite appeal at the same time. The vacuum-packed tin carries a banner around the top edge guaranteeing the freshness of the product. Old-fashioned scroll work frames the front label design which bears the product name. Design perfected by Tucker Wayne Advertising Agency. Container by the American Can Co.

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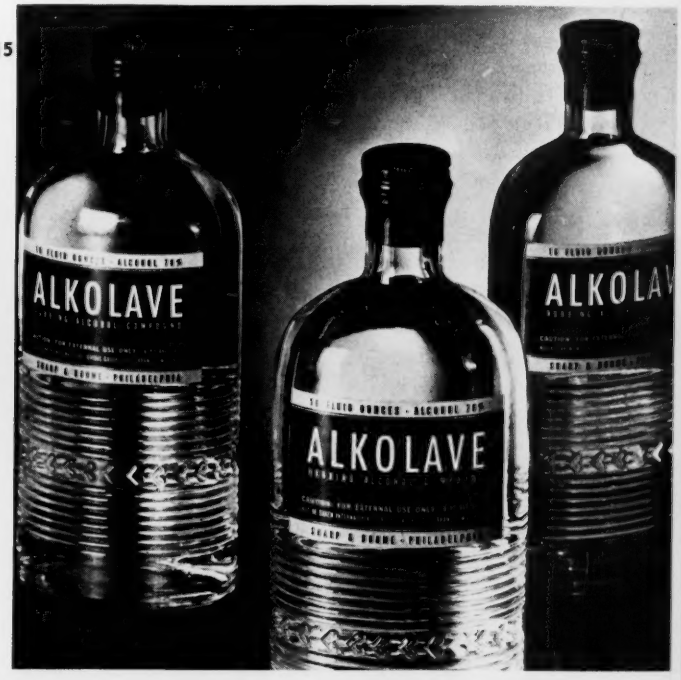

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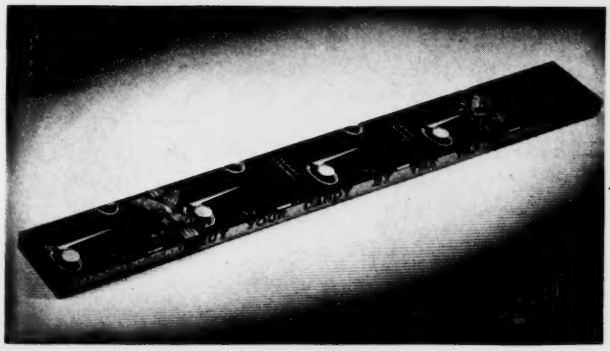

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PAULINE ARNOLD ALLEN L. BILLINGSLEY WILLIAM M. BRISTOL, JR.

JUDGES OF THE 1939 ALL-AMERICA PACKAGE COMPETITION

PAULINE ARNOLD, serving her second term as an All-America judge, spends the rest of her time as vice president of the Market Research Corp. of America. Through her intimate connection with the field of consumer research since 1926, Miss Arnold is admirably equipped to bring to the board of judges an unbiased presentation of the consumer viewpoint, though, on the basis of her record, she need bow to no man in respect to experience, business training and ability. She takes on—when sleeves are rolled up and the heated arguments of judging begin—the additional function of ably presenting the woman's viewpoint to a board which is perhaps overweighted with males. P. S. Miss Arnold usually wins the battles.

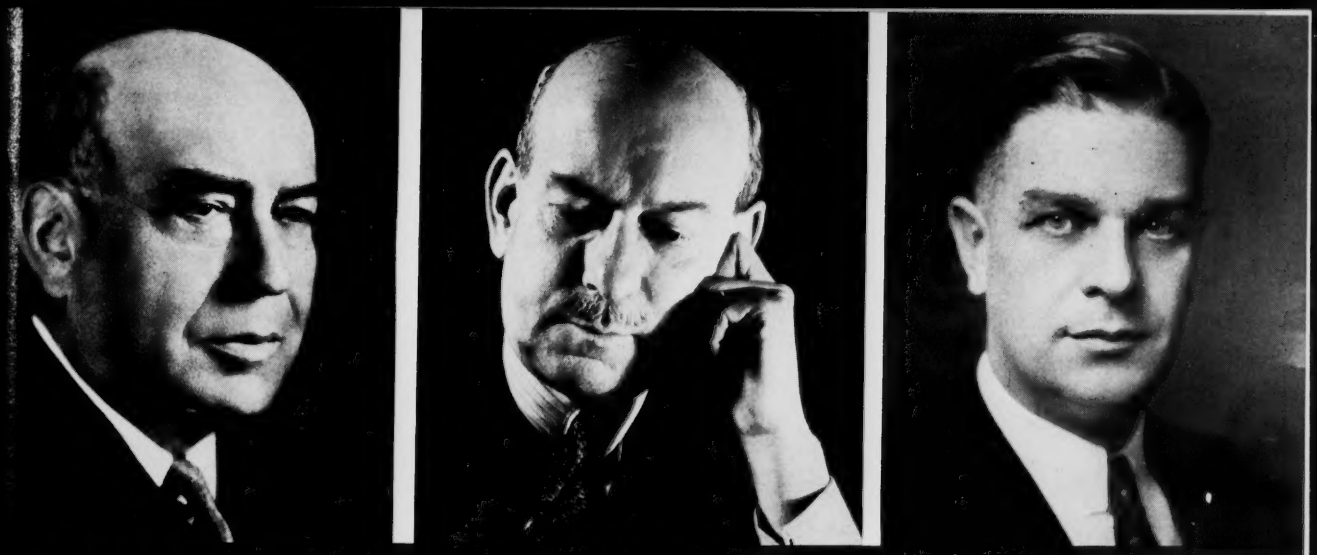
ALLEN L. BILLINGSLEY graduated—a Phi Beta Kappa—from DePauw University. An advertising man ever since, he has risen to the presidency of one of the country's largest advertising agencies, Fuller & Smith & Ross, Inc. As chairman of the board of the American Association of Advertising Agencies, as vice president of the Advertising Affiliation, as director of the Advertising Federation of America, of the National Outdoor Advertising Bureau and of the Cleveland Better Business Bureau, Mr. Billingsley has won a deserved reputation as an advertising man able to see beyond mere copy and space and deeply interested in the development of all the related arts and sciences which, in the aggregate, are called Marketing. He joins the All-America Package Competition board for the first time in 1939 as representative of the advertising profession.

WILLIAM M. BRISTOL, JR., has not served on the Packaging Supreme Court quite as long as his fellow Chief Justice, Charles Evans Hughes, but give him time. When not promoting the development of packaging—as an All-America judge or as president of the Packaging Institute—Mr. Bristol is usually rebuilding the Hillside, N. J., plant of the Bristol-Myers Co. His activities as an All-America judge serve to place a period upon each year's rebuilding program or to signify the start of a new such program, depending upon how you look at it. Mr. Bristol guarantees that the current rebuilding program will be finished before All-America judging begins.

LOUIS E. KIRSTEIN, appearing for the first time on the All-America board of judges, brings to the board many years of experience in the retail field. He is president of the American Retail Federation and has served as vice president of Wm. Filene's Sons Co. since 1911. Mr. Kirstein also serves as director for such firms as B. Forman Co., Abraham & Straus, Inc., Federated Department Stores, R. H. White Co. and Bloomingdale Bros. He is a member of the governing council of the Retail Trade Board. With this broad background of practical experience, Mr. Kirstein is particularly well qualified to represent the retailer's viewpoint on the All-America board of judges.

WALTER DORWIN TEAGUE has won international renown as an industrial designer and design consultant for such firms as Eastman Kodak Co., National Cash Register Co., Montgomery Ward & Co., Ford Motor Co., etc. Serving his first term as an All-America judge, Mr. Teague's fellow judges anticipate some difficulty in getting him to focus his attention upon anything so small as a package since, in the last year, his principal activities have been in the planning and designing of the Ford, U. S. Steel, Eastman Kodak, National Cash Register, DuPont and other World's Fair exhibits and buildings.

GEORGE R. WEBBER has all but out-Bristoled Bill Bristol as an All-America judge. In charge of all package development activities for giant Standard Brands and a director of the Packaging Institute, Mr. Webber is recognized by technical and production men as an outstanding expert in this all-important phase of packaging. Specialist though he may be on machinery, materials and methods of package production, Mr. Webber is, at the same time, fully qualified to contribute weightily and competently toward the board's decisions on questions of package design, display and marketing.



LOUIS E. KIRSTEIN

WALTER DORWIN TEAGUE

GEORGE R. WEBBER

Announcing the

NINTH ALL-AMERICA PACKAGE COMPETITION

An invitation is once again extended to all those who have contributed through the year to the development of improvements of the art of packaging to enter the fruits of their work in the All-America Package Competition and to thus join with the thousands of others in providing a new guide post on the paths of packaging progress.

The All-America Package Competiton has, in the natural process of growth, changed its form—though not its purpose—from year to year. Certain basic principles have governed it, however, since its inception. Foremost among these has been judgment by an independent and representative board of authorities. Independent of any outside influence, they serve without fee and with complete freedom of choice. Representative of art, industry, merchandising and the consumer, their joint judgment truly reflects a package's worth from a complete and rounded viewpoint.

For the 1939 Competition, a board of judges has been secured representative of the viewpoint of those various fields of industry which—in synthesis—represent packaging at its best as a tool of mer-

chandising. Modern Packaging is glad to welcome to the board three new judges, Messrs. Allen L. Billingsley, Louis E. Kirstein and Walter Dorwin Teague, who will be able to carry on, in their specialized fields, the high standards of judgment and discussion which the older judges, in point of service, Miss Pauline Arnold and Messrs. William M. Bristol, Jr., and George R. Webber, have for a long time maintained.

Unrestricted entry has been the second guiding principle of the Competition. Anyone connected with the creation of a new package, display or machinery installation may make entry, without charge or fee, and without restriction as to the number of such entries.

On these two stout supports, the Competition has become truly an All-America Competition. It has demonstrated, in hundreds of instances, its influence in encouraging the improvement of packaging and display standards within the package-using industries. It has interpreted, through publicity, traveling exhibits, sound and color movies, etc., this forward march of packaging, to the general public and to industry at large. Its awards have come to be recognized by all industries as the highest single achievement in packaging.

The classification groupings include but two major changes from those existing last year. First, the growth of the status of Canadian packaging has been recognized by the dropping of a separate Canadian division and the opening of entry to Canadian packages of every other division of the Competition. The judges will thus be able to consider Canadian packages on their merits rather than as a special—and by implication not quite equal—division.

The second change in classification involves a recognition of the different problems presented by different types of machinery installations. To this end, separate awards will this year be given for the best achievements in the development of new individual machines and for the best achievements in installation of complete packaging production lines involving a group of machines not all of which need necessarily represent developments of the year 1939.

Bound between these pages will be found an entry blank. Additional blanks are available upon request. Modern Packaging once again extends a cordial invitation to package makers, package users, designers and all those connected in any way with the creation or production of packages to participate in making this, even more than ever before, the ALL-AMERICA Package Competition.

★ ★ ★

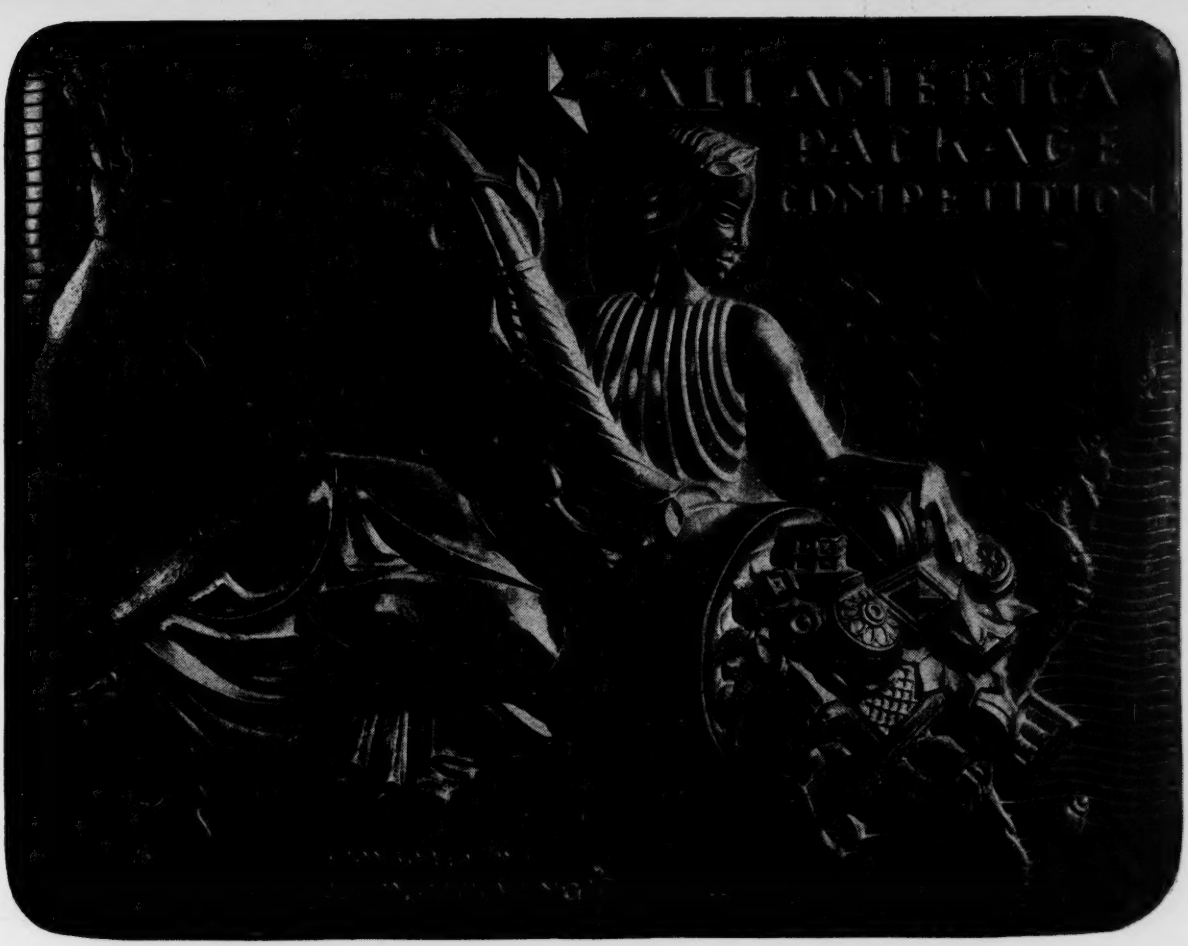
THE ALL-AMERICA PACKAGE COMPETITION DETAILED

★**IT STARTED** in 1931 with 271 entries, twelve prize winners. It has grown each year, the number of packages and displays entered in the last competition being over 25,000.

★**WHO SPONSORS IT?** The Competition has, since its inception, been under the sponsorship of Modern Packaging which underwrites all expenses involved in the classification of entries, the judging of the winners, the publicizing of the awards, the traveling exhibits of the winning packages, the sound and color motion pictures, the cost of awards, etc.

TEAR HERE

TEAR HERE



THE 1939 ALL-AMERICA PACKAGE COMPETITION

Sponsored by MODERN PACKAGING Magazine

ENTRY FORM

Entries Must Be Postmarked Not Later Than DECEMBER 30, 1939

BRESKIN PUBLISHING CORPORATION

CHANIN BUILDING • 122 EAST 42ND STREET, NEW YORK, N. Y.

Do not write in this space—for office use only.

CLASSIFICATIONS

1. ☐ Folding Cartons
2. ☐ Collapsible Tubes
3. ☐ Fibre Cans
4. ☐ Glass Containers
5. ☐ Metal Containers
6. ☐ Set-up Paper Boxes
7. ☐ Plastic Containers
8. ☐ Machinery and Equipment, Class A
9. ☐ Machinery and Equipment, Class B
10. ☐ Counter or Shelf Displays
11. ☐ Floor Displays
12. ☐ Window Displays
13. ☐ Shipping Containers
14. ☐ Family Group
15. ☐ Wraps, Bags, Envel.; Opaque
16. ☐ Wraps, Bags, Envel.; Trans.
17. ☐ Labels and Seals
18. ☐ Closures
19. ☐ Rigid Trans. Cont. (Other than glass)
20. ☐ Miscellaneous Containers

(See detailed explanation on opposite page)

TEAR HERE

1. Name of package submitted.

2. Name and address of company using package.

3. Date on which package was first marketed.

4. Is the package for a new product? ☐ For a product not previously packaged? ☐
Or is it a redesign of an earlier package? ☐

5. Name and address of designer of package.

6. Names of suppliers or manufacturers of all package parts assembled to form your entry — labels, bottles, cartons, closures, wrappers, etc. (If more than one supplier has provided any given portion of the package, list the name of each.)	Package Part	Supplier
7. Manufacturers of machinery used in filling, sealing, labeling, etc., of package entered.	Machine	Machinery Manufacturer

THIS BLANK IS NOT COMPLETE UNLESS question 8, on the opposite side of this page, has been filled out in detail.

NO ENTRY FEE REQUIRED

The attached label is for your convenience. Please fill out with return address, give group number of entry and use as a shipping label.

FROM _____

_____

_____

TO ALL-AMERICA PACKAGE COMPETITION

Sponsored by Modern Packaging Magazine

CHANIN BUILDING, 122 E. 42nd STREET, NEW YORK, N. Y.

READ CAREFULLY BEFORE FILLING OUT BLANK

WHAT MAY BE ENTERED: Any package, display or package machinery installation which was placed on the market during the calendar year 1939.

WHO MAY MAKE ENTRY: Entry in the All-America Competition is open to all package-using firms, designers, package suppliers, machinery manufacturers, and to others responsible for the creation of the package or display which is entered.

NO ENTRY FEE: There is no entry fee. All packages must be submitted complete with merchandise. Packages and contents remain the property of Modern Packaging Magazine, to be placed on exhibit at the Permanent Packaging Exhibit Hall, 122 E. 42nd St., New York City.

CLOSING DATE: All entries must be post marked not later than Saturday, December 30, 1939.

NUMBER OF ENTRIES: Any number of different packages, displays or machinery installations may be submitted by any firm or individual.

ONE BLANK PER ENTRY: If you are planning to enter more than one package or display, write now to Modern Packaging for additional entry blanks. (If a group of packages are entered as a single family, use only one blank—see explanation in classification 14 below.)

FULL INFORMATION: No entry will be accepted for judgment unless accompanied by a completely filled out and detailed entry blank.

WINNERS TO BE ANNOUNCED in the March, 1940, issue of Modern Packaging Magazine. Awards will be presented, in accordance with plans to be announced, at that time.

MAKE CERTAIN OF THE CLASSIFICATION OF YOUR ENTRY

It should be clearly understood that these classifications are made as a means of group division and to facilitate judging. Each entry will be judged in its entirety, taking into consideration all of the inherent factors which determine its ability to promote the sale of merchandise.

If you have any doubts as to the classification of your package or packages, use this guide before filling in the entry blank on the opposite page. There are twenty groupings. Unless you enter your package in the proper group, judgment will be hampered and the possibility of its receiving an award greatly limited.

1. Folding Cartons: All types of folding paper or boxboard packages, except those used primarily as shipping containers.

2. Collapsible Tubes: All metal tubes. (Rigid transparent tubes should be included under classification 19.)

3. Fibre Cans: All fibre-bodied cans, whether using fibre or other types of tops, bottoms or closures.

4. Glass Containers: Bottles, jars, vials and other types consisting primarily of glass.

5. Metal Containers: Cans and boxes, whether plain or lithographed, if used primarily as containers.
(Metal Displays, see Nos. 10-11-12.)

6. Set-up Paper Boxes: All non-collapsible types of paper boxes, including cloth and fabric covered boxes, primarily made as paper boxes.

7. Plastic Containers: All containers primarily made of molded or cast plastics and primarily used as containers.
(Plastic Displays, see Nos. 10-11-12.)

8. Machinery and Equipment, Class A: Best individual machine designed, or redesigned, and installed during 1939. Submit detailed floor plans, photographs of installation and samples of package and production figures.

9. Machinery and Equipment, Class B: Best production lines installed during 1939. Submit detailed floor plans, photographs of installation and samples of package and production figures.

10. Counter or Shelf Displays: Irrespective of material or type if primarily designed for use indicated.

11. Floor Displays: Irrespective of type or material if primarily designed for use indicated.

12. Window Displays: Irrespective of type or material used if developed primarily for window display. Submit actual displays or photographs.

13. Shipping Containers: Irrespective of type or material used if designed primarily as a shipping container. Includes corrugated and solid fibre boxes, wooden boxes, paper and fabric shipping bags, etc.

14. Family Group: Groups of three or more packages bearing a close family relationship in design or branding. Includes only groups using various types of containers utilizing two or more different materials—i. e., a range of related cartons only would fall under No. 1.

15. Wraps, Bags and Envelopes, Opaque: All non-transparent wraps, bags and envelopes except those used primarily as bulk shipping containers.

16. Wraps, Bags and Envelopes, Transparent: All transparent wraps, bags and envelopes.

17. Labels and Seals: Types used for standard cans or bottles. If container is of a special design, enter package under one of the container groups.

18. Closures: Special design closures for specific purposes should be entered here. Does not include standard stock type closure.

19. Rigid Transparent Containers (other than glass): Containers primarily of rigid transparent sheeting.

20. Miscellaneous Containers: Classification not included elsewhere, but try to find a suitable division first.

1939 ALL-AMERICA PACKAGE COMPETITION

Sponsored by Modern Packaging Magazine

CHANIN BUILDING • 122 East 42nd St., New York, N. Y.

8. MUST BE FILLED IN. Place in the space below, a summary of the package's history, of approximately 200 words, in which will be stated the objectives of the submitted package, what was sought and how accomplished, with, if possible, a statement of the sales resulting from the adoption of the package.

TEAR HERE

PRINTED IN U.S.A.

SUBMITTED BY (Give Company Name).....

Individual Handling Entry.....

Address.....

Date.....

★**WHO JUDGES IT?** A board of judges representative of the viewpoints of consumers, advertisers, designers, packagers, etc., who serve without compensation and work without restriction. See the previous pages for biographies of the 1939 judges.

★**WHO MAY ENTER?** Entry is open to all designers, package suppliers, machinery manufacturers, package-using firms and others responsible for the creation of the package or display.

★**WHAT MAY BE ENTERED?** Any type of package, display or illustration of packaging machinery installation which reached the market (or entered production) during the calendar year 1939.

★**ANY RESTRICTION ON ENTRIES?** Any firm or individual may enter any number of packages, displays or machinery lines under the single limitation mentioned above.

★**WHAT REWARDS FOR THE WINNERS?** First: the All-America award trophies—three awards being given in each of the 20 divisions. Second: a distinction which most prize-winners have capitalized—to both consumers and dealers—via every possible advertising channel. Third: publicity for product and maker through articles and pictures in hundreds of journals, newspapers, moving pictures, traveling exhibits, etc.

★**ARE THERE ANY CHARGES?** There is no entry fee nor any other charge whatsoever upon either entrants or prize-winners. All expenses are borne by the sponsors, Modern Packaging.

★**HOW ARE ENTRIES MADE?** Via the entry blank to be found in this issue of Modern Packaging. One blank required for each entry. Additional blanks may be secured on request.

★**WHEN DOES THE CONTEST CLOSE?** Last day for entries is December 30, 1939. Judging takes place immediately thereafter. Announcement of the awards will be made in the March 1939 issue of Modern Packaging.

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1. A group of glass containers from the collection of the Owens-Illinois Glass Co. Not all of the containers here shown are necessarily produced by that company, but form a portion of an unusual library of miniature packages. Note the two variations of the Skol miniature and the use of a round miniature as well as a rectangular one for Mennen Antiseptic Oil. Note also changes in closure from full size to miniature containers in a number of instances. **2.** A group of can miniatures produced by the American Can Co. Note change of proportions in Gre-Solvent and change in closure for BiSoDol and Z.B.T. Note also change in can top on the Klim, Beech-Nut and Thompson's containers.

SAMPLING WITH MINIATURES

Tiny reproductions of full size packages are effective but present some tricky problems

The function of the sample package as distinguished from the sales package is so seemingly obvious that it is seldom analyzed in all its aspects. Ask the average man what a sample package is and he'll say, perhaps, "It's a little package. You give it away." But ask him why it is so little or how little it should be and you will find him floundering for an answer.

The retail merchant can usually give a better formula for sample package size, for he—thinking of his own interests in full size packages and their accompanying profits—will say, "The sample package should be big enough to provide a full portion or to develop the habit of use, but it should be no bigger than just big enough, so that it will not prevent me from making profitable sales the minute the sample has accomplished its function of habit formation or of interesting the consumer."

Sometimes with a clear understanding of this function of the sample and sometimes by what might be called mere inspiration, most packagers using samples have come close to approximating correct sizes or correct quantities to be distributed via the sample package. When it comes, however, to designing the sample package, a number of new complexities are introduced.

Thinking in terms of advertising, the packager naturally desires to use a container that will be very similar in appearance to that of his full size package. Obviously the consumer will thus develop a recognition for the full size package through his use of the sample package. Where it is practicable, from every point of view, for the packager to accomplish this complete similarity of shape and structure, the problem is a simple one. More frequently, however, a reduction in size of the package—in order to get it down to sample proportions—introduces a number of complications. An 8-oz., or 10-oz., or 12-oz. bottle may have a neck of relatively small diameter. Cutting the bottle down to 2 oz., and attempting to reduce all dimensions proportionately, the packager will instantly discover that he has provided both his bottle maker and his plant superintendent with a series of extremely irritating headaches, requiring special care in bottle making and special equipment in filling, in most cases and, in some instances, proving completely impossible of solution.

3. A miniature container, tied by ribbon to its parent package, used for cross sampling of perfumes. Both bottles by the Carr-Lowrey Glass Co. **4.** Kolynos miniature tube utilizes the same side walls but changed closure and shoulder proportions. Both tubes by Victor Metal Products Corp. **5.** Wheatley Mayonnaise Company's Lady Betty French dressing utilizes an accurate reproduction in every detail of the full size package. The 1½-oz. bottle by Anchor Hocking Glass Corp.

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6. A group of sales and miniature packages produced by Continental Can Co., Inc. Note how Neutrox, Dr. Wernet's and Pebeco packages involve closure changes while the other three containers are exact simulations. **7.** Another group from the Owens-Illinois Glass Co. collection. Note closure change on the Maltine and Sal Hepatica packages and change in the Maltine bottle shoulders. Note also shortening and broadening of the neck on the Fitch's container.

7

Thus some modification of the basic glass container design, in respect to neck and closure finishes, is usually called for. The same is sometimes true in respect to label spaces and labels, since a complicated label occupying only a portion of the front area of a sales package would be unreadable if reduced to occupy the same small proportion on the miniature package. The answer usually involves some modification of proportion, or some reduction of the wordage on the label, to permit of a practical solution.

In the can-using industries, similar problems in proportioning are likewise frequently apparent. An examination of the cans reproduced on these pages will disclose that quite a number utilize some modification of proportions and that an even larger number involve some change in the manner of formation of the can closure.

Thus it will be noted that the package used for BiSo-Dol, in which a round closure surmounts the regular size can is replaced—in the miniature size—by a rectangular slip-on closure.

The question of proportions is particularly important where tall cans are utilized in the packing of powdered or granular goods, since a reduction in the diameter of the can may produce a cylinder extremely hard to fill with any accuracy, owing to the tendency of the product to pack or "bridge." This would sometimes require the introduction of packing augers, or other methods not required with the full size container, with a consequent duplication of equipment and slowing up of production.

Sample collapsible tubes likewise present problems in design. An outstanding instance of this sort is seen in the Kolynos sales and sample tubes, where the extension edge molded closure had to be replaced by a straight walled closure in order to permit the development of an ample opening in the miniature tube. The shoulder proportions are likewise altered to some degree in this particular instance.

Factories doing sampling on a permanent program basis and with sufficient volume to permit the development of completely separate production lines are, of course, confronted with fewer problems than are those plants which must consider the sample packages as one of a number of sizes to be filled and packed on standard production lines. In many of the latter instances, the low tonnage output of the line when working on samples—as compared with their output when working on full size packages—would indicate the advisability of considering whether or not hand packaging, packaging with accessory semi-automatic equipment or custom packing outside the plant would not be a less costly means of production. Certainly wherever sampling is contemplated as a new policy, careful estimate should be made to determine which particular method will be best in the long run.

In planning sample containers and even sale miniatures, another factor frequently makes its appearance in the form of possible economies to be gained through the use of interchangeable parts on both sample and full size containers. Most frequently these are closures or labels and their use naturally involves a (*Continued on page 91*)

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8. Sanford's Penit ink miniature is an exact reproduction in every detail of its parent package. Note, however, change in proportions required to accommodate closure of reasonable depth on miniature. **9.** Two accurate miniature cans produced by Burdick & Son. **10.** A miniature identical in appearance except for the introduction of a slot to provide reuse value as a razor blade receptacle. Photos 8 and 10 from the Owens-Illinois Glass Co. collection.

LIMITING CAN SIZES

The Commerce Department issues simplified practice code recommending eight major sizes for most products

Simplified practice recommendations for the fruit and vegetable canning industries have been revised under the direction of Edwin W. Ely, Chief of the Division of Simplified Practice of the National Bureau of Standards, and submitted for acceptance to packers of vegetables and fruits. The new recommendations conform with the broad intent of the Bill H.R. 4402 of the House Committee on Coinage, Weights and Measures, "a bill to fix standards of dimension and capacity for metal containers for canned fruits, vegetables and canned milk in order to prevent fraud and deception in containers used in the sale and distribution of these various products and for other purposes."

The simplified practice recommendation, as presented for acceptance by the Bureau of Standards, is thus offered as one possible choice of the canning industries, with conformance to a more rigid list imposed by legislative action as the probable alternative. In the words of Chief Ely, addressed to the canners, "You are in position now to choose between these alternatives. Your signature on the attached acceptance form will indicate that you will strive voluntarily to acquire the potential advantages that rest within this proposal and do your part in demonstrating that your industry does not need national legislation to bring about the desired end. Those canners, with an aggregate pack of about 95 per cent of the total, who contributed data and suggestions to the variety survey and in every way aided in drafting this proposal fully recognize the importance of adherence to this voluntary standard."

Mr. Ely further states, "It is our understanding that the Committee on Coinage, Weights and Measures definitely expects the following: (a) That the Division of Simplified Practice will submit this final list of can sizes to all interests for approval, prior to promulgating it as Simplified Practice Recommendation R155-39; and (b) that, after a suitable interval, a formal report will be made to the Committee concerning the observed adherence to the simplified list of can sizes.

"Like all others, this recommendation will be in charge of a Standing Committee, which, in the instance of R155, will be composed of representatives of can manufacturers, canners, distributors of canned products and consumers. It will be the function of the Committee to determine adherence and the practical operation of the recommendation in order that it may be modified when necessary to keep the recommendation abreast of new advances in the industry.

"It is not expected that present stocks of non-recommended cans will be scrapped. That would be wasteful. Therefore, there will be two effective dates—one for the manufacture of new cans and another to provide for the orderly clearance of the eliminated cans. These dates will be announced later by direct letters to those who sign the attached acceptance form and announcement will be made through the trade press."

An examination of the recommendation will disclose that the vast majority of products would, in the future, be packed in eight major types of containers with some 37 other types having application to from one to nine commodities. The No. 10 can of 170.71 cu. in. volume is recommended for every type of fruit and vegetable except vacuum packed corn on the cob.

This container is most widely used at present for the restaurant and institutional trade and finds only limited application in consumer channels. (*Continued on page 100*)

RECOMMENDED SIZES FOR VARIOUS PRODUCTS

VEGETABLES

Product and Can Name	Dimensions
Asparagus, Tips and Soup Cuts	
No. 1 Square	300 x 308 x 308
No. 2 1/2 Square	300 x 308 x 604
8Z Tall	211 x 304
No. 1 Picnic	211 x 400
No. 300	300 x 407
No. 1 Tall	301 x 411
No. 2	307 x 409
No. 2 Tall	307 x 604
No. 2 1/2	401 x 411
No. 10	603 x 700
Beans, Green and Wax (Including Whole Beans, Asparagus Style)	
8Z Tall	211 x 304
No. 1 Picnic	211 x 400
No. 303	303 x 406
No. 95	307 x 400
No. 2	307 x 409
No. 2 1/2	401 x 411
No. 10	603 x 700

Product and Can Name	Dimensions
Beans, Oven Baked	
8Z Tall	211 x 304
No. 1 Picnic	211 x 400
No. 300	300 x 407
No. 95	307 x 400
Jumbo	307 x 510
No. 10	603 x 700
Beans with Pork or Sauce	
No. 1 Picnic	211 x 400
No. 300	300 x 407
No. 300 Cylinder	300 x 509
No. 303 Cylinder	303 x 509
No. 2 Cylinder	307 x 512
No. 2 1/2	401 x 411
No. 10	603 x 700
Beans, Kidney and Other Dry	
8Z Tall	211 x 304
No. 1 Picnic	211 x 400

Product and Can Name	Dimensions
No. 300	300 x 407
No. 2	307 x 409
No. 2 Cylinder	307 x 512
No. 2 1/2	401 x 411
No. 10	603 x 700
Beans, Lima	
8Z Tall	211 x 304
No. 1 Picnic	211 x 400
No. 300	300 x 407
No. 2	307 x 409
No. 10	603 x 700
Beets	
8Z Tall	211 x 304
No. 1 Picnic	211 x 400
No. 303	303 x 406
No. 2	307 x 409
No. 2 1/2	401 x 411
No. 10	603 x 700

Continued on page 98

CANS RECOMMENDED FOR FRUITS AND VEGETABLES

Can Name	Dimensions[a]	Volume Fill[b] Cubic Inches	No. of Commodities for Which Recommended
No. 10	603 x 700	170.71	56
No. 2	307 x 409	32.00	44
No. 2 1/2	401 x 411	46.45	33
8Z Tall	211 x 304	13.48	30
No. 1 Picnic	211 x 400	17.05	26
No. 1 Tall	301 x 411	25.99	19
No. 303	303 x 406	26.31	15
No. 300	300 x 407	23.71	14
6Z	202 x 308	9.42	9
No. 211 Cylinder	211 x 414	21.28	8
No. 3 Cylinder	404 x 700	80.54	7
No. 303 Cylinder	303 x 509	34.11	5
No. 2 Vacuum	307 x 306	22.90	5
No. 2 Cylinder	307 x 512	40.95	5
No. 5	502 x 510	92.09	4
- - - - -	202 x 214	7.63	2
5Z	211 x 200	7.18	2
No. 300 Cylinder	300 x 609	30.17	2
No. 95	307 x 400	27.63	2
Jumbo	307 x 510	40.28	2
No. 3 Vacuum	404 x 307	37.19	2
2Z Mushroom	202 x 204	5.45	1
Small Cranberry	211 x 206	9.15	1
4Z Mushroom	211 x 212	11.12	1
- - - - -	211 x 214	11.59	1
8Z short	211 x 300	12.34	1
Pint Olive	211 x 600	26.47	1
4Z Pimiento	300 x 108	5.59	1
7Z Pimiento	300 x 206	11.37	1
8Z Mushroom	300 x 400	21.11	1
- - - - -	300 x 411	24.99	1
No. 1 Tall Pineapple	301 x 400	21.93	1
No. 1 Flat	307 x 203	13.21	1
No. 2XT	307 x 506	38.30	1
- - - - -	307 x 508	Corn on Cob	1
No. 2 Tall	307 x 604	44.99	1
Quart Olive	307 x 704	52.62	1
- - - - -	312 x 508	Corn on Cob	1
No. 1 1/4	401 x 207.5	22.07	1
- - - - -	401 x 508	Corn on Cob	1
- - - - -	404 x 508	Corn on Cob	1
No. - - -	603 x 508	Corn on Cob	1
No. 1 Square	300 x 308 x 308	26.96	1
No. 2 1/2 Square	300 x 308 x 604	50.68	1

Explanatory Note.—The cans which are recommended herein as standard have been designated by the dimensions (diameter and height) familiar to the industry. In addition, the volume fill of each can calculated in accordance with regulation under the Federal food law is listed in cubic inches and represents approximately 90 per cent of the capacity of the can. Cubic inches was used to designate volume fill because it is a uniform measure of volume. (Cubic inches may be converted to fluid ounces by dividing by 1.80469.) Volume fill means the minimum volume of food in the can after processing and cooling.

Since the prescribed volume fill must be attained under all conditions and methods of packing, it is recognized that some tolerance must be allowed in the dimensions of the can because of special methods of filling and because of technological problems. Since in actual canning practice it is more economical to vary the height than the diameter of the can, the necessary tolerance in dimensions is permitted for height only. The amount of such variations would, however, be small. For example, in the case of a No. 2 can the net volume when packed ready for sale must not be less than 32 cubic inches (17.73 fluid ounces). The can to be used for packing this volume will be 307 in diameter and approximately 409 high. If some packer, however, develops a special method for filling that makes possible the packing of the prescribed volume in a can 1 1/16 of an inch shorter, this packer may comply with these recommendations by using a No. 2 can with dimensions of 307 x 408.

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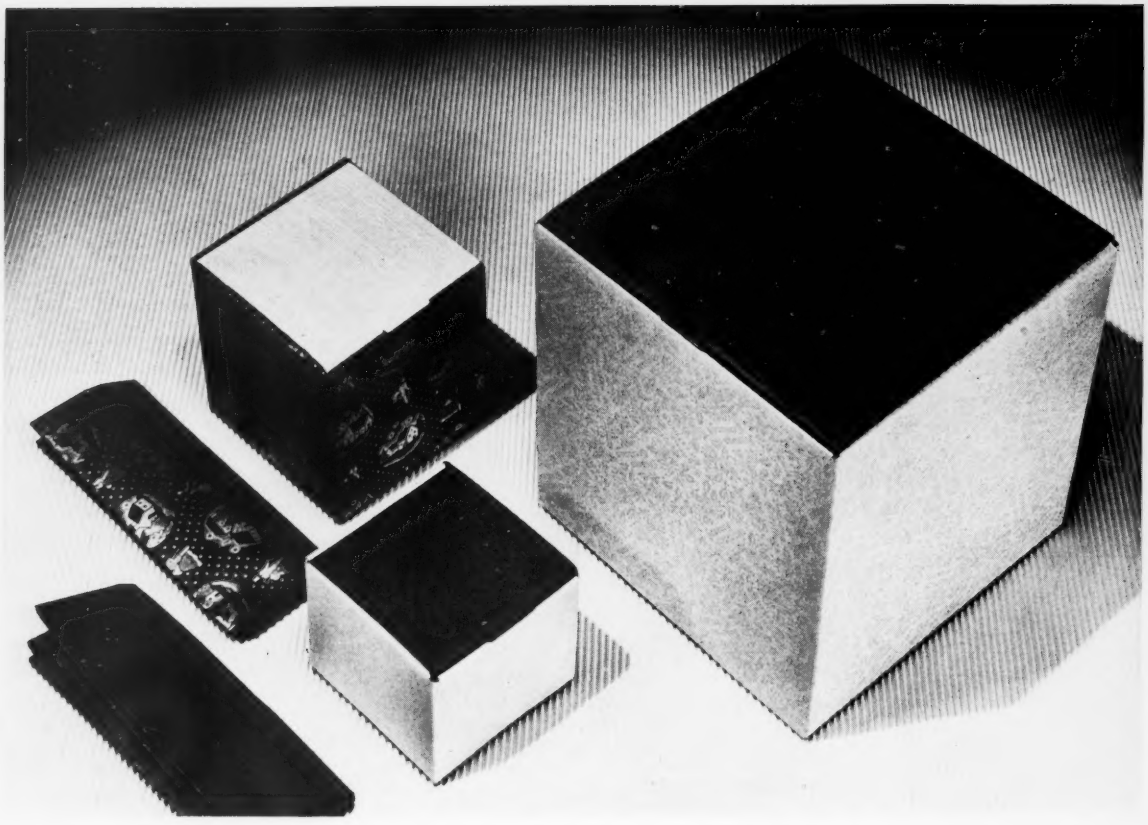
[a] In the statement of each dimension, the left hand digit gives the number of whole inches, and the right hand digits give the additional fraction of the dimension expressed in sixteenths of an inch. Thus, 211 x 400 means that the can is 2 11/16 inches in diameter and 4 inches high. These dimensions apply only to regular type sanitary or open-top cans.

[b] Volume of net contents is the controlling factor in designating the cans recommended for use. In most cases the dimensions listed in this table (diameter and height) describe a can that will permit the minimum volume fill prescribed. If for any reason a can of the prescribed dimensions will not accommodate the prescribed volume fill, a tolerance will be allowed in the height sufficient to permit the attainment of the prescribed volume fill.



Packages developed in the matched packaging program all have the basic color combinations which lend instant store identification to all packages. The program includes wrapping paper, set-up, folding corrugated boxes, roll wrappers, etc.

FUNCTIONAL DESIGN PROGRAM

by CHARLES ELLSWORTH*

Department store packaging is a chaotic mixture of shapes, sizes and materials purchased by the world's ablest "price" buyers. Department store packages are assembled, on the other hand, and this is especially true at Christmas, by untrained labor (80 per cent of it's temporary at holiday time) using catch-as-catch-can methods under rush pressure in settings which are of the utmost confusion.

It has been axiomatic that anything "different" in store packaging costs more money, since the package stylist who only embellishes the surface of existing packages inevitably adds to their purchase cost. This axiom is threatened by the appearance of the industrial product designer in this field.

The product designer has an advantage over the mere "stylist" in that design for such articles as gasoline pumps, washing machines, refrigerators and industrial machinery—in which his background lies—calls for a construction of function. "Function" is an expensive word meaning "What is this gadget supposed to do?" It is a question which can as legitimately be asked about a department store package as about the most elaborately streamlined machine.

The answer dictates both the materials used and the form of the finished product and these inevitably lead to economies of production and assembly which are the essence of modern industrial design. Appearance, eye appeal, these are the results of the efficient use of simple materials; *not* an end in themselves! In department store packaging they can only be justified by simplified package forms, reduced operating costs, and improved delivery performance. Ask the purchasing agent!

* Director, Retail Package Division, Harold Van Doren & Associates.

HOW TO GET RID OF A COMPANY SKELETON!

All too often, alas, sales campaigns fall short of real success because of a company skeleton.

It happens in the best of firms.

And all too often, that skeleton-in-the-closet is your package.

We suggest that NOW—before you start your new campaign—is the time to do a little closet-cleaning.

Call in Burt . . . who know how to bring new life . . . new sales . . . to packages.

We have no cut and dried process for it. But, after all, it's been our major function for over half a century!

And we can SHOW RESULTS—thousands of successful packages—hundreds of satisfied clients.

Which is, after all, the acid test.

F. N. Burt Company, Inc.

500-540 SENECA STREET, BUFFALO, N. Y.

NEW YORK CITY
630 Fifth Avenue
Room 1461

CHICAGO
Room 2203
919 N. Michigan Ave.

MINNEAPOLIS
J. E. Moor
3329 Dupont Ave. South

PHILADELPHIA
A. B. Hebeler
P. O. Box 6308
W. Market St. Sta.

CLEVELAND
W. G. Hazen
P. O. Box 2445
E. Cleveland, Ohio

LOS ANGELES
Louis Andrews
623½ South Grand Ave.

NEW ENGLAND
A. B. Bacon
BOSTON
120 Boylston St.

SPRINGFIELD
P. O. Box 214
Highland Station

CINCINNATI
221 Walnut Street
Telephone: MAin 0367

MEMPHIS
Frank D. Jackson
2150 Washington Ave.

CANADIAN DIVISION
Dominion Paper Box Co., Ltd.
469-483 King Street West
Toronto 2, Canada

A four-year survey of department store packaging operations by the office of Harold Van Doren & Associates, under the direction of the writer, suggests a "matched" package program of store-wide usefulness and economy which this article will illustrate in part.

Briefly, the problems of store packaging are the same from coast to coast, varying only in the size of the store, the departments carried and the supply peculiarities of the area. Retail stores are perhaps the third largest industry in the nation. Their packing and delivery service is the most expensive activity from which no return is received from the customer, and the National Retail Dry Goods Assn. has constantly pointed out that the stores themselves must solve this problem.

Stores must find their own solution to packaging problems because the fiercely competitive supply list includes wrapping papers, box papers, gift papers, bags, folders, automatic folding boxes, set-up boxes, corrugated containers, corrugated wrappings, stock boxes, tape, tissue, stickers, ribbon, shredded packing materials and string—with no individual supplier able to get a perspective larger than his own field and with too little volume or profit margin to warrant extensive study of the store's problems by the supplier.

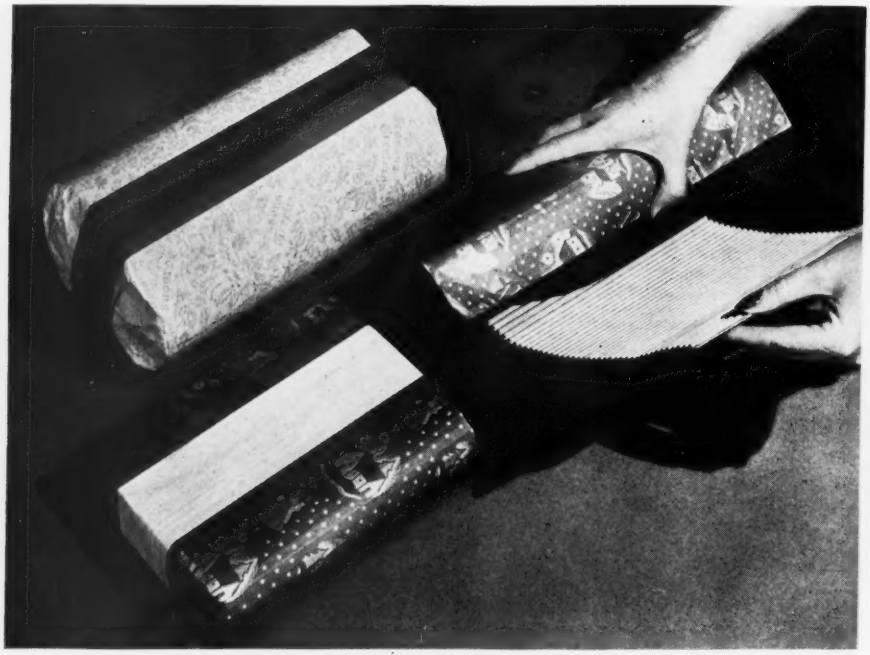
Inside the store there is confusion in packing methods from department to department, leading to over-specialized and "muscle-bound" procedures for different types of merchandise. Simplification of sizes is often defeated by department heads with good lungs, plenty of influence and pet lists of "indispensable" sizes for their own lines. Scientific consideration of the problem as a whole is rare. The job of packing manager is a springboard for young executives, on their way up too fast to absorb its implications. In general, packing is the step-child of the retail business, and the department fights for its life—and floor space—with the selling departments. Skilled packers dominate the overly elaborate procedures now current, which are based on solo performances with crude materials.

Equally crude results undoubtedly affect the reception of merchandise in the customer's home and depreciate the huge investment in sales settings and store prestige. Certainly a follow-up in the form of good packaging for delivery would have a marked effect on claims for damage and adjustment and customer returns.

These difficulties are, of course, multiplied ten-fold at Christmas. The influx of raw labor sends errors and "left-outs," damage and delays skyrocketing together with packing costs. Output per packer goes down. And this at a time when customer satisfaction and service is doubly desirable.

So much for background. Now for the functional suggestions toward a matched program applied to Christmas packaging, which means gift packing for the most part.

There is something about the phrase "gift packing" that throws the average hard-boiled store merchandising executive into a trance or, worse, a creative fervor. He wants shiny paper, lots of beautiful tissue, miles of ribbon, some gold printing and a bow somewhere. So do the customers—his instinct is quite right—because that's what Christmas does to people! But the plain brutal fact of the matter is that he can't have it, and neither can the customers unless they will pay for it, as a limited number of them do. Because (1) the purchasing agent barely survives heart failure when he sees the cost sheets and (2) the packing and delivery departments, with 5000 or 15,000 packages or more a day to handle,



Roll wrappers, consisting of corrugated backing for wrapping paper, find convenient use in packaging yard goods, books, drugs and other items. The roll wrapper sometimes has an interlayer or filler between the corrugations and the outer "skin" to prevent rib marks showing through. The exterior surface is embossed wrapping paper while tape seals of contrasting color are used.

STYLISH ARTMOLD CAPS

COMPLETE MODERN PACKAGE DESIGN

A MODERN product . . . and stylish new packages. Here's a combination with a sales punch. And a most important unit in such a packaging scheme is the Armstrong's Artmold Cap used to seal each bottle.

Armstrong's Artmold Caps are available in a wide range of colors and standard designs . . . or, they may be molded to your specifications. They seal tightly, prevent leakage, and are easy to remove.

Give your product eye-appealing decoration and sure-sealing protection with Artmold Caps. Write today for full details. Armstrong Cork Company, Glass and Closure Division, 916 Arch Street, Lancaster, Pennsylvania.

Armstrong's ARTMOLD CAPS

FOR *Holiday*

☆ For a merry Christmas business, give your packages a "gifty" look. That's when pretty packages really *sell* goods.

Colorful Aluminum Foil is a standout when it comes to putting holiday spirit in a package. It has sparkle. Richness. Beauty. It leaps to the eye . . . and pleases!

THAT IS WHY YOU STOPPED TO READ THIS! The swatches caught your eye! Interested you! What more proof could you want that one of these new Alcoa designs will stop Christmas gift shoppers and tempt them to buy your product.

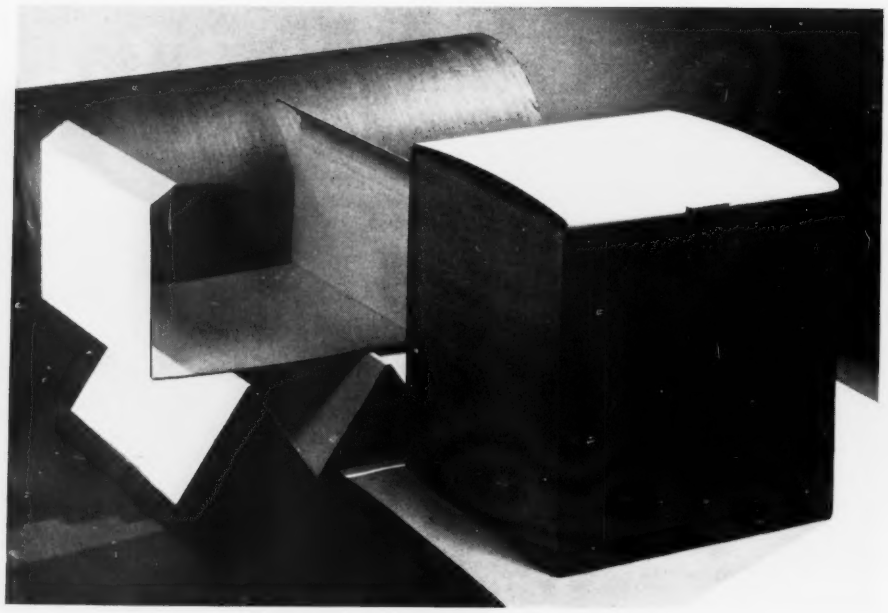
The swatches show but a few of the alluring designs in Alcoa Aluminum Foil wrappings and box coverings. Many other printed and embossed designs are offered. To see samples of any of these patterns, consult your box maker or write ALUMINUM COMPANY OF AMERICA, 2129 Gulf Building, Pittsburgh, Pennsylvania.

The full name is ALCOA

Spirit and Sparkle

ALCOA
ALUMINUM

ALUMINUM FOIL



This is a gift container for a lamp. An ingenious cradle arrangement inside the box holds the base of small lamps in a lower compartment while a separate section is provided for the lamp shade.

have to get their stuff out of the place. They can't play with it all day!

All right—what *can* he have?

Experiment and extensive tests by Harold Van Doren & Associates in collaboration with fabricators and an outstanding paper mill show that he can have: Simplified package forms and sizes; consolidated purchasing in quantity of the basic materials from which to make them; tailor-made fabrication; fool-proof assembly by the rawest labor; reduced space and overhead; controlled results in appearance and performance; and exclusive styling and prestige, at lower costs.

To achieve these he will start at rock-bottom with the least common denominator in store packaging—his paper. Every store has at least two kinds of paper—wrapping and box cover. Of the everyday store wrapping paper we will say as little as possible, this is Christmas. We will take a Christmas wrapping paper in a dark color—which means red.

The best of these are patterned with indented embossing so far as usefulness is concerned. We are going to fabricate these in combination with simple "industrial" materials, and indented embossings have the virtue of offering a broken surface which covers irregularities in the backing material, yet are impossible to "iron out" under tension or pressure. The ideal condition calls for this embossing pattern in a "repeat" of the store name and trade mark, since this eliminates printing the packages which it will surface. However, for holiday use he can have a Christmas pattern of holly.

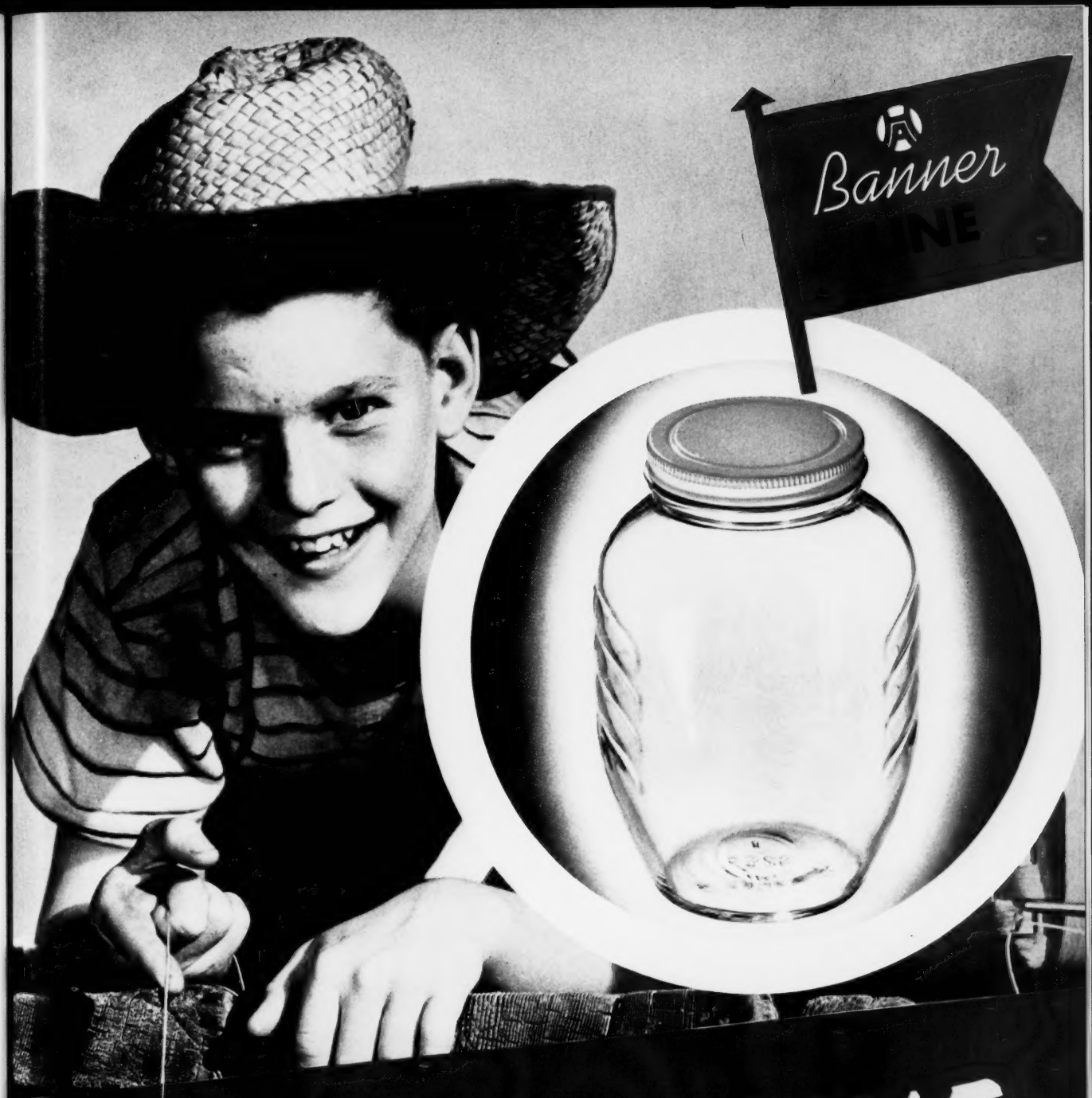
Alternatively, he can have a printed pattern in place of the indented embossing. This might be Christmas scenes in silver on a background of red, and will serve to break up any flaws in the surface to which it is applied.

For box cover paper his selection will probably be the traditional white and again he will use either idented embossing or a printed pattern designed to lead the eye away from flaws in his package surfaces. He will avoid like the plague all smooth, unbroken glazed papers, which high-light every bump and indentation, show every scuff and crush mark and thumbprint, remembering that inexperienced help will handle his gift packages.

With his red and his white paper in the selected patterns, the store executive will set out to achieve as many package forms as possible; using the colors *in combination*. By the way, other pairs of colors will do equally well—blue and white, blue and red, Christmas green and red. The best results come from using a two-color combination for greater identification, not just one color all over. The all-white box, for instance, is as anonymous as a handful of excelsior! For straight wrapping he will use his red paper, with a contrasting tape made by gumming and slitting his white selection. And immediately he has a holiday note in a large percentage of his deliveries and "take-withs."

Next step is a simple wrapper for the many items that need protection but not a box. Books, for instance, and yard goods for a new dress for Aunt Minnie, and a new pair of corduroy pants for Junior; and the already packaged perfumes and cosmetics. Or linens. Or draperies. Or whatnot.

A sheet of either color (the red is more practical) reinforced by a narrower strip of ribbing down the center and sheeted in four standard sizes will give excellent results in many departments. It replaces the custom of two-way wrapping with strips of single face corrugated (plus an outer wrapping of paper) at lower cost. It can be used anywhere in the store, in packing rooms, off the sales floor, or at inspection desks, and eliminates the bottleneck of a transfer to the main packing room. It

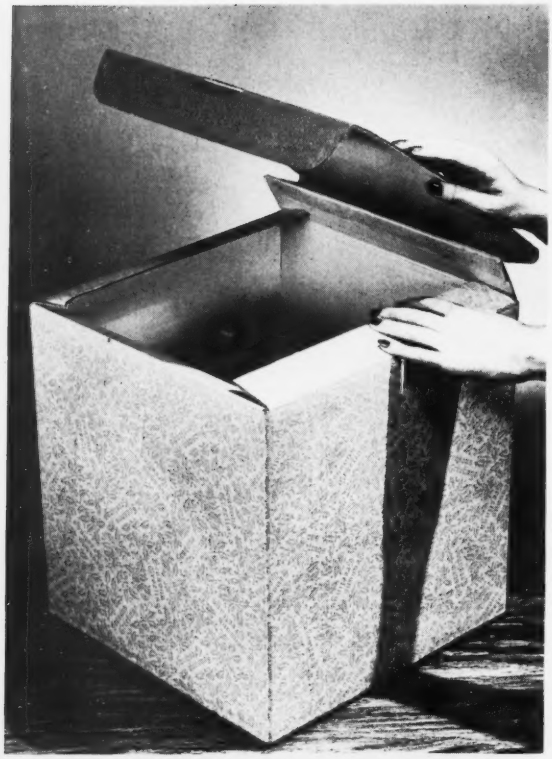


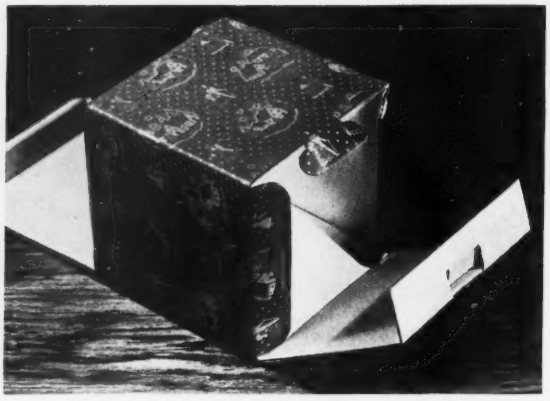
A TIMELY LINE

BANNERLINE . . . by Hazel-Atlas, a new *lightweight* line of 10 jars, ranging from 4⅜ oz. to 48¼ oz. capacity; ideally suited to the packaging of jams, jellies, preserves and allied products. Besides the new *lightweight* feature, *Bannerline* incorporates a host of advantages to packers: wide mouth, steady bottom, brilliant modern design, (housewives like the steady-grip fluted edges) plenty of label space. Write for prices and sample.

HAZEL-ATLAS GLASS CO.

WHEELING, W. VA.





Above: A sturdy gift container of knock-down construction. The container is fast in assembly and provides substantial savings in packaging as exterior paper wraps are not needed. Below: This view of the container shows how the bottom is locked in place.

controls the amount of material even an untrained packer uses, the assembly motions she makes, and the result she gets. And it will stand parcel post or delivery as well as "take-with." In short, it is fast, cheap and effective.

For an extremely "finished" appearance, it is well to insulate the rib marks by using a pad of cheap heavy paper between the corrugation and the outer surface sheet. The assembly is tape-sealed in the contrasting color for the proper holiday atmosphere.

Next step is the set-up box, that standby of gift packing. There is no need to change the smaller and shallow sizes in this supply item but larger sizes can be switched to knock-down forms as will be shown. For set-up boxes, especially with shallow lids, the two-color idea works out very well. In this case, red for the bottom and white for the top is suggested. By optical illusion the tops seem (to the eye) to fit more closely than when the entire box is of one color—the heavier base color accounts for this.

In the larger sizes, from 6 in. by 6 in. by $4\frac{1}{2}$ in. up—especially the cubical shapes—a two-piece knock-down gift container is the executives' next move. The ones illustrated come in ten standard sizes which tests show are widely useful. It takes less than one-third the space of large set-up boxes at a time when space is at a premium in any store. It replaces the set-up box plus an outer protective container, combines two boxes in one, reduces two packing operations to one, sometimes eliminates a transfer to the packing department. Any girl can assemble it in limited space. It needs no outer tissue or ribbon, has a tab for the store's gift seal to secure the cover, and delivers with only a paper wrap for cleanliness. Re-use qualities are high, and delivery performance has been excellent in regard to damage claims in heavy duty delivery, express and parcel post.

As shown in the illustrations, either a red cover and white body or the opposite can be used. But as in the case of the set-up box, the merchandising executive will use his two colors in combination tied in with the rest of his program.

Stemming directly from this gift container is the gift package—long overdue—for lamp base and shade in one unit. Here an adaptation of the simple shipping container plus a tuck cover is used. Again the colors appear in combination. Inside—and not shown in the photograph—is a cradle arrangement for the lamp base (or for a pair of small lamps) with a separate adjustable compartment for shades. For limited space and girl labor, this unified assembly very neatly answers the problem of getting lamps to the customer in one box and in gift presentation form.

These brief suggestions indicate the direction of modern store packaging in general. These gift packing illustrations are equally potent in everyday operations. They represent a middle ground between the completely mediocre, low-price packing of ordinary use and the extremes to which gift packing has gone in the past. There has undoubtedly been too little choice between the very cheap and the very expensive in store packing operations. Yet designers believe that operating factors themselves will dictate the answers of the future.

In the wind are new streamlined, light-weight, knock down boxes for fur coats, blankets, trousseaus and so on —the large flat packages for which no real answer now exists between the costly set-up boxes and the inadequate folding types.

New light-weight knock down shoe boxes and millinery boxes are being tested, each with clean-cut lines and simple assembly. One-piece folders are being studied in new materials. And in line (*Continued on page 100*)

YOUR ADVERTISING JOB ISN'T DONE UNTIL THE PACKAGE IS RIGHT..

Clever ideas . . . clever slogans . . . clever advertising is not enough. Your package must be right . . . to clinch the sale over-the-counter and get the money in the cash register. What do you know about the Heekin Can Company? Do you know that Heekin has been lithographing cans for many, many years . . . That Heekin produces, grinds and blends its own colors . . . That Heekin produces its own fine lacquers . . . and turns out a finished product that defies comparison.

THE HEEKIN CAN CO.
CINCINNATI, OHIO

HEEKIN CANS

Lithographed

WITH HARMONIZED COLORS

PACKAGE LEGISLATION

Washington, D. C.—Principal development of the month affecting packaging is the issuance of new recommendations limiting the number of can sizes to be utilized in the packing of canned fruits and vegetables. A complete discussion of this development will be found on pages 54 and 55 of this issue.

The Secretary of Agriculture has issued a revision of the regulations concerning label declarations where habit-forming drugs are utilized. The former regulation required the name, quantity *and percentage* of the product to be stated. The new regulation requires the name, quantity *or proportion*. This new regulation is made necessary by the passage of an amendment to the Food, Drug and Cosmetic Act approved June 23, 1939, and slightly changing the text of the statute.

Washington, D. C.—Birmingham, Alabama has been announced as the fourth city selected for trial of the Food Order Stamp Plan (discussed in Modern Packaging in the April, June and July issues). The Stamp Plan is already in operation in Rochester, N. Y., Dayton, Ohio and Seattle, Wash. Distribution of stamps is expected to begin in Birmingham about August 1.

State Legislation

All but two of the 44 State legislative bodies that hold regular sessions this year had completed their work and adjourned by the time Modern Packaging went to press, but in several other States executive action was awaited on measures that lawmakers had passed. State legislative action of the past month follows:

California—Revision of the State Pure Food Act and the State Drug, Cosmetic and Devices Act were among enactments of the legislature, which completed its work in late June. Principal changes have to do with strengthening adulteration, mislabeling, misbranding and advertising provisions.

The new food act declares that the standard of purity shall be not less than that "contained in the official announcements issued by the United States Food and Drug Administration," and provides further: "The State Board of Public Health may adopt standards greater but not less than those contained in the official announcements issued by the United States Food and Drug Administration. Nothing in this section contained shall authorize or permit any adulteration of any food or liquor because the same has not been announced in the official announcements issued by the United States Food and Drug Administration or by the State Board of Public Health." The State board is charged with investigating complaints and turning over evidence "to the district attorney of the county wherein the adulterated, mislabeled or misbranded food is sold or found."

A new section to the drug act reads that a product shall be deemed adulterated, "If it be a drug the standard of strength, quality or purity of which has been established by the State Board of Public Health, and it differs from the said standard in any manner whatever; provided, that no such drug shall be deemed to be adulterated under this provision if the standard of strength, quality or purity be plainly stated upon the package thereof, although the standard may differ from the standard established by the State Board of Public Health." Another new section prescribes a product mislabeled or misbranded, "If it purports to be or is represented as a germicide, bactericide, disinfectant or antiseptic for any use on or within the body and its labeling fails to bear a plain and conspicuous statement of such use, including the strength or dilution, manner and duration of application, and when tested by a standard method, it does not have the germicidal effect within the duration so prescribed of a 1 to 80 dilution of phenol used by a standard testing method for 10 minutes at 37 deg. C. All testing methods for the purpose of this paragraph shall be prescribed by regulations of the State Board of Public Health. Provided, that no drug shall be deemed to be misbranded under this paragraph by reason of failure of its labeling to bear a statement of any advertised use if such advertising is disseminated only to members of the medical and pharmaceutical professions, or appears only in scientific publications of these professions."

Other packaging measures approved by the legislature, and for the most part signed by the governor when Modern Packaging went to press, simplify and strengthen the definition of oleomargarine and prescribe it as "all mixtures and compounds containing any edible oils or fats other than milk fat made in imitation or semblance of butter or when so made, intended to be sold as butter or for butter or as butter substitute;" amend the statute relating to labeling of cheese to *(Continued on page 93)*

Holiday ATMOSPHERE At minimum cost

EXCELL-O RIBBON

REG. U.S. PATENT OFFICE

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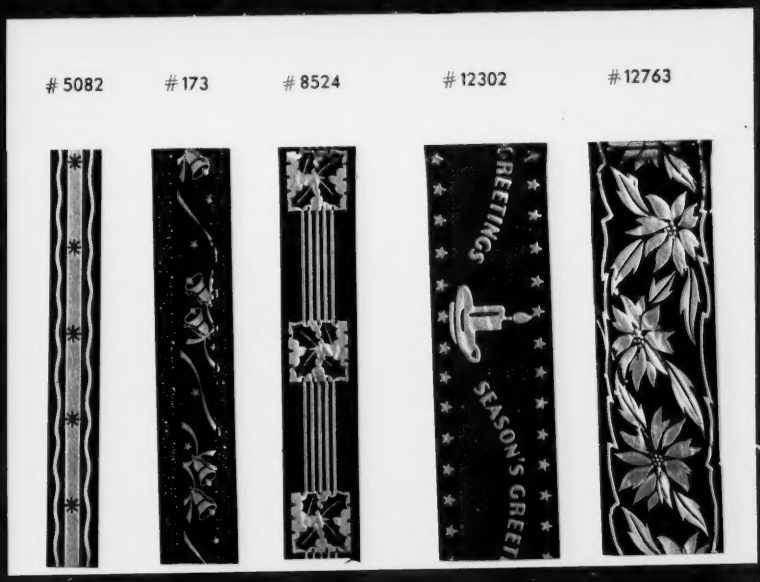
Feel free to write for sample yardages of Excell-O ribbons for any occasion. Or perhaps you'd like us to show you suggested private designs using your trademark or name. Call on us freely—we're glad to advise.



FREYDBERG BROS., Inc.

STAMFORD CONNECTICUT

Above is seen the B. Coli Vaccine box with lid removed to disclose the physician's dosage record. At the right the folding tray has been removed with the vials from the base of the set-up box to disclose its construction.

PACKAGE AND RECORD IN ONE

The William S. Merrell Co. neatly solves a number of problems with its paper box vaccine kits

Those who must plan and design packages for general consumer markets are sometimes heard to envy packagers whose products need not be dressed up to impress the housewife at a distance of 20 paces. True enough, problems differ from industry to industry. That does not mean that the task of the package designer is any easier when planning an industrial or a professional package. Frequently, complicated factors are introduced by the nature of the product itself or by the manner in which it must be handled which make this task far more difficult than that of designing an attractive and effective package for a product of general consumption.

An instance of this sort, typical in that it involves a series of difficult problems, but unusual in that these problems have been solved in a most thorough-going and most inexpensive manner, is the individual treatment unit package for B. Coli Vaccine, marketed by The Wm. S. Merrell Co.

The package finally adopted was designed by Eugene W. Traub of The Wm. S. Merrell Co. and consists of a set-up box with an identifying label provided with extension flaps to seal the container against tampering. Into the base of this box a perforated tray, formed of a single sheet of folding board, holds the ten vials, cushioning them against shock in shipment. Each vial is suitably labeled and is equipped with a closure designed to be penetrated by the physician's hypodermic needle. The position of each vial is identified on the tray to permit replacement of used vials in their proper order by a series of border lines and identifying letters. By an ingenious folding arrangement, three horizontal separating planes are obtained in the tray although only a single piece of folding board is utilized.

To provide the doctor with a record of dosage and time of administration, the tray is extended to provide a form for recording the patient's name and address, number of doses, amount administered and the dates of administration. This dosage record card has a flap which is tucked down in the side of the box before the lid is placed thereon and it thus serves the additional purpose of effectively holding the little vials in place within the box. Since the record may be read without opening this flap, the vials are protected against all possible contamination and a proper record is always available.

Credit: Vials by the Kimble Glass Co. Closure by the West Co. Wrapper by Celluloid Corp. Set-up box by the Miami Packaging Corp. Printed tray by the Richardson-Taylor-Globe Corp.

Doing things the best way with Ridgelo CLAY COATED

FLOOR STANDS . . .

— and many types of merchandisers are in close contact with customers. They should be clean, attractive, inviting. RIDGELO gives the impeccable appearance of a fine magazine to these important sales aids. It's one specification that you should insist upon.

EXTRA STRONG CARTONS . . .

Sheets, blankets, hardware, sporting goods are packaged now in cartons both rugged *and* good looking. The combination of RIDGELO with reinforcing boards takes many forms for such cartons—all strong, stiff, clean folding and beautiful.

BASE STOCKS . . .

If you think there's nothing new in folding cartons, here is one field that may change your mind. RIDGELO base stocks form the background for gleaming metallics of many qualities and finishes. They carry the RIDGELO tradition of uniformity, control through research and true economy into countless of packaging innovations.

Progress in packaging is being made by RIDGELO —
offering a diversified service to the cartoning industry.
For information send your problem to us.

MADE AT RIDGEFIELD, N. J. BY LOWE PAPER COMPANY

Representatives: E. C. Collins, Baltimore • Bradner Smith and Company and Mac Sim Bar Paper Company, Chicago
H. B. Royce, Detroit • Zellerbach Paper Company, Pacific Coast • A. E. Kellogg, St. Louis

An Invitation

TO ALL CONCERNED WITH PACKAGING

The Packaging Institute, Inc., has decided to hold its first annual meeting in Chicago during October, 1939. In preparation for this meeting, the present members of the Institute feel it incumbent upon themselves to invite every firm and individual eligible to participate by virtue of their activities as packagers, as package machinery producers, as package supplies products, or as package designers, to cooperate in the formation of the programs of the various divisions of the Institute.

To all who accept this invitation, we earnestly suggest that they communicate with the secretary of the Institute, Miss H. L. Stratton, 342 Madison Ave., New York City, who will be pleased to acquaint them with the present status of the organization's development and with future plans insofar as they have been definitely formulated.

The Institute at present represents an amalgamation of the Production Managers Assn. and the Package Machinery Manufacturers Institute. A Packaging Supplies Division is in process of formation. A Designers Division is under consideration.

We believe that the Institute has the opportunity to prove itself a great force for good, both in terms of inter-industry relations and in terms of the relationship between packagers and package suppliers and the general public.

To what extent this opportunity will be realized will depend upon the degree of participation which the institute can secure from the leaders in the respective fields of packaging.

We urge your fullest cooperation.

For further details address

H. L. STRATTON, ***Secretary,*** **Packaging Institute, Inc.**
342 Madison Ave., New York, N. Y.

MODERN DISPLAY

A RETAILER COMPLAINS

by ARTHUR H. VAN VORIS*

about some failings of counter merchandisers and window displays

Mr. Van Voris is that unusual and valuable contradiction—an articulate retailer. He is not only able to complain—forcefully and vociferously when he thinks such complaints are necessary—but he is capable of analyzing his problems and discussing them in clear and explicit manner. In inducing him, therefore, to write this article, Modern Packaging is enabled to bring to manufacturers a clear view of how an entire small-town complement of merchants—hardware dealer, druggist, grocer and dry goods purveyor—react to dealer supplied displays. Since the thousands of Cobleskills—bearing that name or any other name—throughout the United States represent a tremendous portion of the packaged goods market, such an insight into merchant reaction should prove most helpful to display planners.

My business is retailing and, in acting as one of the judges in the 1938 All-America Package Competition, I was literally amazed at the vast number of thoroughly excellent counter and table merchandise displays and the interior and store window feature displays that made up the twenty-five thousand odd entries. There were so many practical, interesting, helpful and sales-producing features presented throughout this array, and so much to admire and sing the praises of, that I am now almost wondering if it could possibly be any other motive than sheer perversity that recently prompted me to survey, amongst retailers, for *undesirable* displays.

Being one of these selfsame retailers and one with a store experience of 25 years or more, from a keen personal interest in packaging progress, I think I recognize an enlightened display when I see one and make use of it.

Ours is a hardware store and it is said that the average well-stocked store of this variety contains some 22,000 different items of merchandise. With this background, for any year's business, we surely do get acquainted with a considerable number of packaging and display articles and it is a pleasure to make the comment that it is becoming increasingly difficult to turn up quite as many things that retailers do not like in their packaging and display.

In order to round out a reasonable variety of merchandise, aside from our hardware store, I have called upon local merchants in the drug, groceries and dry goods lines for aid in this—if you will—survey.

I am sure we can assume that *every* manufacturer is perfectly sincere in his desire to exert every possible effort within his means to have every piece of packaged merchandise and every piece of store or window display material perfectly satisfactory to the retail trade. Therefore it would appear that when slip-ups occur, it is not a fault of omission or commission on the part of the manufacturer but, rather, it is a result of insufficient working knowledge of just how these particular features "work out" after they reach their ultimate destination—the retailer's store.

If we may put the cart before the horse and also be permitted a bit of moralizing, I would suggest that it might not be a bad idea to really try out new items in packaging and in display under conditions similar to those that will be encountered in the retail store.

In our little survey, it was rather interesting to observe that the kind or type of defects that brought forth

* I. Van Voris and Sons (hardware), Cobleskill, N. Y.

retailer condemnation seemed to be fairly identical and restricted to a narrow classification, for the different stores surveyed. And, in presenting our specimens to you, we shall follow the plan of naming and describing the kind of product, without disclosing the identity of the maker because, after all, his intentions toward the retailer were of the best.

One prominent characteristic appears to carry through practically all of the criticism—namely, erroneously calculated structure or design. And this leads me to the aforestated conclusion that in order to be assured of a thoroughly satisfactory package, carton, counter display, carry-pack, window display, or floor stand, it should be given a good work-out under conditions that approximate the activities of a retail store. Also, it might be well to secure opinions from retailers in bona fide stores in the particular line of distribution, in advance of final decision, rather than after the die is cast. Often a retailer can pick a flaw that will escape an expert and, after all, I believe it is often the little annoying things which, in the last analysis, sometimes break the backbone of a splendid conception.

Shall we now glance at some of the *merchandise items* that brought forth critical comment from retailers in our little survey:

Counter panel: One dozen tubes of waterproof cement. A double-panel merchandise display. Unless opened to full width of the spread, it is top-heavy and tips over. It is not always convenient to have these double-panel types spread wide open. Suggest a book device to hold the panels, when partially opened.

Counter panel: One dozen tubes liquid glue. A single panel to which are clipped a dozen tubes. The front attachment of the merchandise is excellent, but it has only a single easel in rear and, as a result, it tips over far too easily. Suggest a double easel in rear.

Counter display carton: One dozen cement-applied shoe soles. A "fold-up" carton in which the top breaks over on itself and becomes a self-display for the contents, showing a picture of one of the shoe soles, actual size. First class idea, but the material from which this carton is made is so flimsy that before the contents are sold the carton, itself, has usually become much too sloppy for display purposes and has to be thrown away. Naturally, this destroys its own intent and is distinctly aggravating to the dealer.

Counter display panel: One dozen packages of ant killer. A truly forceful counter panel that should win attention to its merchandise. The panel face is sturdy and strong, but the easel in the rear is merely a piece of $3^1/_2$ in. wide pasteboard, pasted and locked at the top. After a very short period of display and handling, this easel strip becomes limp and floppy and then it breaks in the two places of greatest strain. From then on, it is a total loss, so far as being a useful counter display is concerned, and the retailer can take his choice of placing the contents elsewhere or of making a new easel back. By the way, I think most retailers could improvise a better one, right in their own stores.

Counter display panel: One dozen clothes line clamps or tighteners. An attractive display panel, well lettered and impellingly illustrated. The merchandise items are all metal and weigh 3 oz. each. The panel is only 11 in. by 13 in. in size. The result is that there is too great weight load on the front of the panel pulling against a too small easel in back and the whole thing flops over on the counter with a bang unless it is handled carefully when detaching one of the items. It would be fine if it had a larger (higher and wider) double easel back. It seems that this fault is so evident that the designer should have discovered it, once the panel was loaded with its intended merchandise content. And here's a likely reaction against the manufacturer. The piece is so attractive that it must be intended for the retailer to use on top of a glass display counter. Now, if the panel flops over a few times, with its attendant crash of metal against plate glass, the merchant is quite likely to consign this outfit to some less prominent spot, or the stock-shelves. If he does, he will sell less of the item; he will reorder less frequently—and the loss of sales falls back into the manufacturer's lap.

Cabinet display: Several dozen papers or envelopes of seeds. The structural fault in this merchandise display is *not* common to most cabinets used for displaying seeds, but I believe it should receive comment from the very fact that one producer, at least, failed to see the point of criticism. There are two faults in this merchandise cabinet—first, it has no partitions to separate the papers of seeds and, secondly, the whole merchandise array is on one level. The proper manner to arrange a seed cabinet is to provide partitions and to stagger the contents on several levels, one above the other, so that the customer can easily and quickly look them *all* over and make a selection, which is impossible with a flat and unpartitioned arrangement.

Counter display: One dozen self-display boxes of gum drops. The retailer remarked that he liked the sales results produced by this item, but that he was greatly annoyed by the fact that the boxes were stacked up too high and too steep in the display carton. Because the easel back was so flimsy, just about every other customer who touched it flopped out the entire contents onto the counter. He commented that this could all be avoided by a different and a sturdier easel back which would provide a more accommodating slant to the display carton when set up on the counter.

Wire counter rack: Two dozen self-display envelopes of nuts. This brought forth a somewhat similar comment as was stated in regard to the seed cabinet, in that there was only one level and that no nut envelope labels, except those across the front row, were visible. This rack should be constructed so that the contents could be shown in tiers, one above the other.

Display box with glass and metal top: Cookies. The grocer used this extensively for bulk crackers or cookies of the brand indicated by name on the container. He operated the cover several times and it generally fell off, at least once, before he finally succeeded in getting it into place. Perhaps there is a *(Continued on page 102)*

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MODERN PACKAGING

122 East 42nd Street

NEW YORK, N. Y.

"CONDENSED—AS A CAN OF MILK"

The Wooster Brush Co. uses a sturdy wall fixture to display and stock 100 brushes of 26 varieties

Paint brush manufacturers have, for a number of years, been among the most progressive in the hardware trades in respect to their packaging and display activities. Hence the recent development by The Wooster Brush Co. of an outstandingly successful—because outstandingly logical—type of wall display is all the more praiseworthy because it represents an advance over an already high level of accomplishment within its industry.

The new Wooster wall sampler forms one of a group of three units designed to secure brush displays on store walls, table tops and counters and provides the key to a three-point merchandising plan which the company is actively promoting to its dealers. Emphasizing the fact that profits are dependent upon turnover which produces sales volume with a minimum investment, the Wooster company features a condensed brush line of 26 best sellers designed to cover the widest range of uses and the greatest volume of demand, without requiring the merchant to stock slow moving items which would tend to reduce his profits.

On the theory that merchandise displayed at eye level is most likely to interest the consumer, to invite his attention and thus to produce sales, the Wooster sampler is built as a two-sided swinging metal display panel with a series of extension clips holding a small balanced stock of each of the 26 popular brushes. To the customer's eye, this presentation of brushes suggests a wide range and variety. It enables the consumer to compare and select brushes quickly, by sight, and many dealers—the company reports—are able to use it as a self-service display which effectively produces sales on an impulse basis.

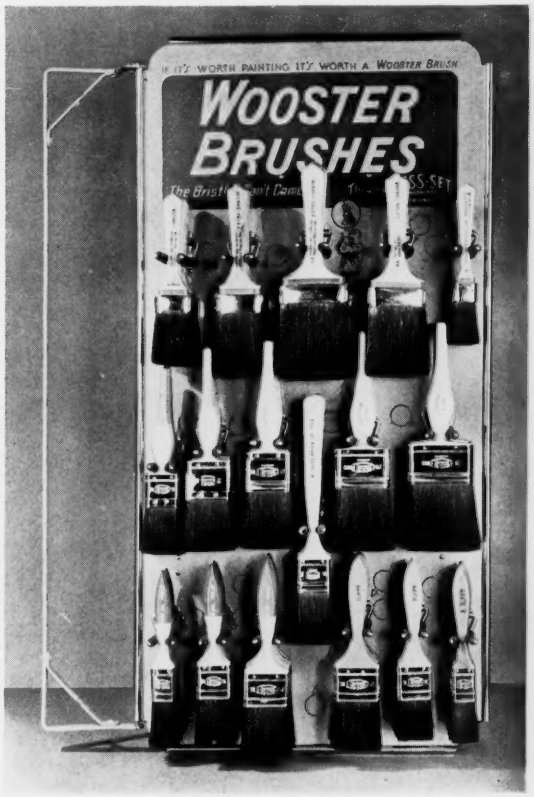
The unit may be attached to any vertical shelving standard or to a wall. Constructed of heavy gauge metal, the double-faced display is so hinged as to permit it to swing. Thus both faces become available for use in stocking merchandise and it becomes possible to install the unit even in narrow aisle areas. In such cases, the display is normally swung against the wall or counter and does not block the aisle. This swinging feature is particularly important where the only available space in a small store is found to be at a point which would otherwise create congestion in the store if a non-swinging extension display were utilized.

To protect the brushes against marring and to insure their being firmly held in the display, despite the most violent swinging of the unit, rubber covered steel prongs are utilized to hold the brushes in position. To provide a smart appearance and to protect sales clerks and dealers against scratches, the metal which forms the main panel of the display is edged with round chromium bars which neatly frame the painted metal. Price-marking arrows, permitting pricing with a china marking crayon, form an essential portion of the decorative background, while the trade mark and name plate identifying the product as Wooster brushes occupy a prominent position at the top of the unit.

As sold to the dealer, complete with a supply of 100 brushes, the unit has a shipping weight of 49 lbs. 4 oz., with dimensions 17 in. wide by 33¾ in. high. Even in shipment, the display provides advantages since brushes and display may be shipped in a single, compact unit no larger than that which would necessarily be required for the display itself.

The company reports an unusually favorable acceptance—"much better than anticipated"—on the part of dealers who have to date installed several thousand of these wall units.

A wide selection of brushes is presented on this double-faced metal display, enabling consumers to make brush selections quickly by sight. The unit may be attached to either vertical shelving or to a wall, its construction permitting an easy swinging of the display so that both sides of the unit may be viewed.



DISPLAY GALLERY

1

2

1. Candy Crafters, Inc. present their most elaborate assortment of B-deks Toppers—colored and flavored decorations for cake icings, ice cream, etc.—in a decorative counter display. The three-tiered unit holds each of the 30 packages in upright position, enabling the consumer to readily see the gaily colored B-deks in a variety of shapes and sizes. Price is plainly indicated on the back panel of the counter merchandiser so that consumers can help themselves. Designed and manufactured by Robert Gair Co., Inc.

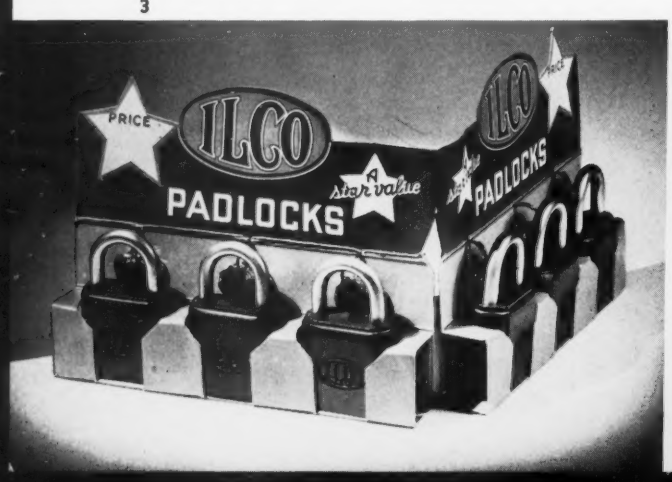
2. Roulac cream nail enamel greets the public perched on a small easeled display. The side of the bottle has been designed with vertical grooves so that it slides into the die-cut section provided on the display and is held firmly in position by these grooves. Design of the display panel is cleverly executed to emphasize the bottle of enamel and to focus attention upon the product name. Bottle a product of Carr-Lowrey Glass Co.

3. A half-dozen Independent Lock Co. padlocks are featured on this self-merchandising display. Two of these displays are shipped in a carton, ready to set out on the counter. The top panel, featuring product name and price, folds back and the display itself folds together, thus making for a compact unit for shipment. The locks are held in position by means of compartments so die-cut and scored as to hold an individual lock firmly in place, the weight of the locks holding the display upright. The inexpensive display admirably serves its purpose—that of presenting on the counter, where consumers can help themselves, inexpensive padlocks. Display manufactured by The Gardner-Richardson Co.

4. Gates Seat Covers are now being merchandised in a new display container which serves as a shipping case as well. As illustrated, the package has been opened to form a display unit, the top of the box becoming a display card. Consumers can see—and feel—the fabric, without changing the neat, compact appearance. A simple attractively printed design in two colors, red and brown, is doubly effective against the background of cream linen weave all-over pattern utilized on the shipping-display container. Manufactured by The Hinde & Dauch Paper Co.

5. Flavo Fresh sandwich bags have recently been introduced to facilitate and sanitize the packing of picnic, school, and work lunches as well as to aid in the refrigerator preservation of certain foodstuffs. The Flavo Fresh package consists of 25 translucent, grease-proof glassine bags, each suitable for packing an average-size sandwich, cookies, sliced meats. Bags are packed in a three-color cellophane envelope which, by word and picture, describes Flavo Fresh's uses.

3



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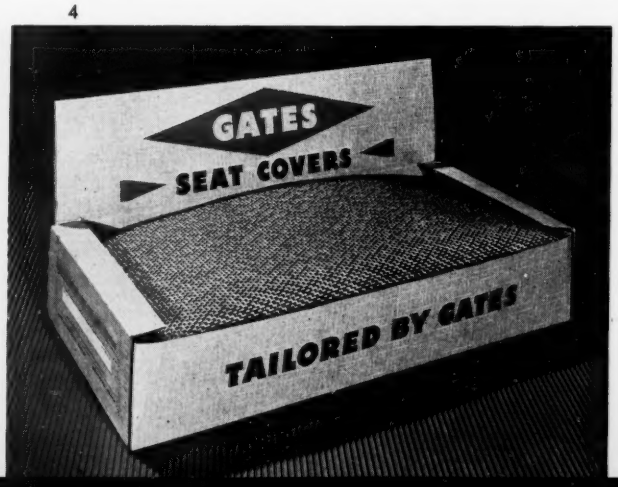

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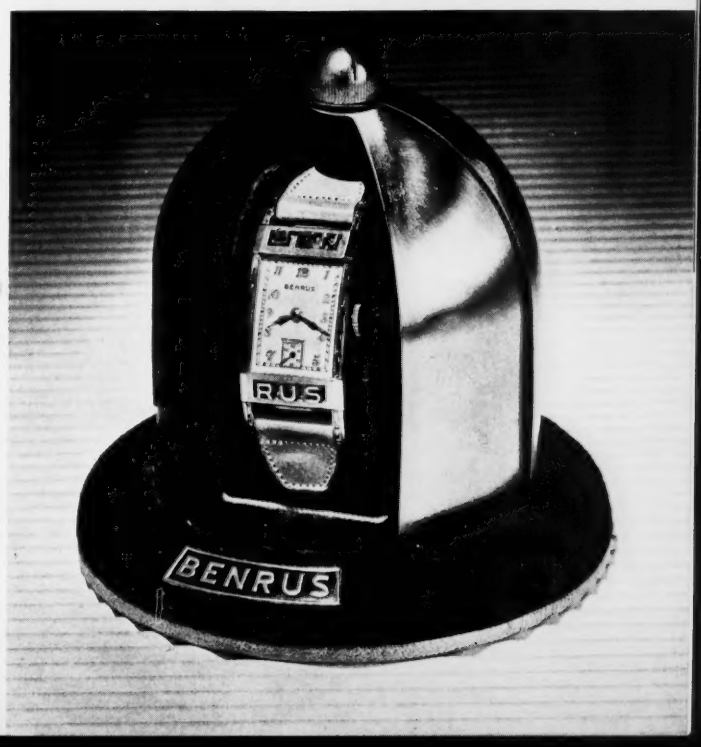
Point-of-sale merchandising of the package is aided by a compact 10 in. by 15 in. self-service counter display unit capable of accommodating 2 doz. packages. Bags by Oneida Paper Products, Inc. and Continental Bag Specialties, Inc.

6. Children are always attention-getters and this display combines a graphic picture of childish distress with humor in a manner that gets the story of Pepto-Bismol over quickly and effectively. Flanking the young lad who is suffering from at least one apple too many are two additional display panels to illustrate other ills and pains alleviated by Pepto-Bismol. The side panels feature huge blow-ups of the sales package to tie-in with the actual packages displayed in front of the center and side display pieces. The young man with the upset stomach appears on small counter pieces which may be utilized in the window in conjunction with the regular window unit or separately within the store. Display created and produced by the Einson-Freeman Co.

7. Single-dose tubes of Pinaud, Inc. Eau de Quinine hair tonic, distributed through the barber and beauty trades, are provided with a specially designed display stand of molded Bakelite. The unit accommodates seven tubes in upright position in individual compartments. The molded stand in lustrous red serves to both display the product and to enable the barber or beautician to store a supply of the hair tonic in a convenient receptacle. An additional feature is the use of a special metal sign which is inserted in a slot at the top of the unit. Stand molded by the Victor Metal Products Corp.

8. Appearing in jewelers' windows this month is a new presentation case for watches, sponsored by the Benrus Watch Co. Known as the "perisphere" box, the container has a burnished gold-colored dome which revolves to open and close. The circular platform and the block on which the watch is strapped are of burgundy velvet. The dome, rotated by a knob at the top of the container, is a neutral gold-flecked shade of burgundy on the inside, thus putting the watch in strong contrast. Container by The Farrington Manufacturing Co.



8

All the necessary items for the construction of soap box scooters, automobiles, etc., are effectively displayed in this solid fibre container which likewise serves as the shipping case. The dealer quickly and easily converts the shipping unit into this attractive counter or window display merchandiser.

SHADES OF OUR CHILDHOOD DAYS!

Kids no longer are satisfied with any old wheels for a soap box scooter

The annual soap box derbies, held in various cities and climaxing in a nationwide race for regional winners, have become a very elaborate and effective means of building the circulation of local newspapers and of achieving publicity and good will for the General Motors Corp.

In its first years, however, it was not expected to provide the nucleus for a specialized branch of the hardware industry, for soap box automobiles have traditionally been built, by youngsters, with wheels and axles "borrowed" from abandoned baby carriages or from some dismantled go-cart. The trends toward streamlining, however, have even penetrated this field and the best engineering brains in the younger generation lean toward the purchase of standardized machine-made parts, specially designed for soap box derby entrance. Such parts—wheels, axles, stearing mechanisms, tires, etc., are assembled by the youngster onto chassis and soap box bodies of extremely attractive design.

To meet the rising demand for such accessory parts, the New Products Division of the (*Continued on page 96*)

Here we see the shipping case being converted into a display. The top flaps bend over and outward to form display panels as illustrated above. Interior construction of the container is so planned as to hold each of the items firmly in position.

NEW UNIT ENDS DETERIORATION

A. W. Faber, Inc., solves product protection problems and secures better display positions as well

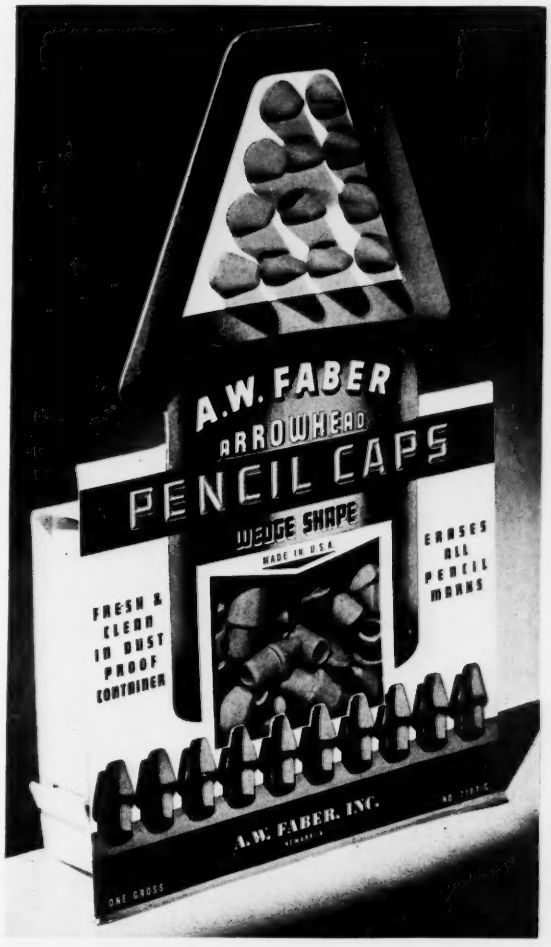
A type of counter display construction which—while designed to solve the particularly specialized problem of A. W. Faber, Inc.—would seem to have application to many other products and problems as well, has been developed and successfully tested for the promotion of this company's rubber eraser pencil caps.

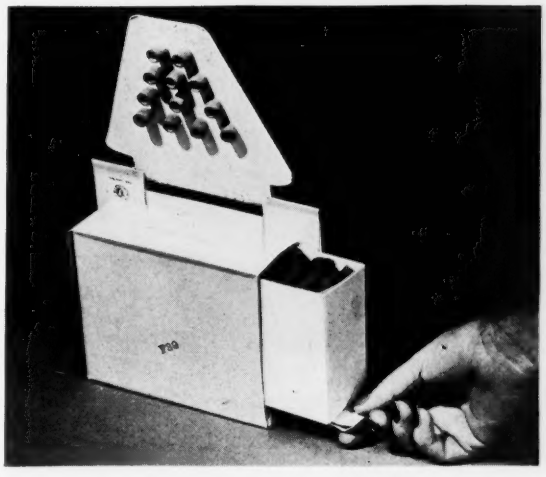
These caps were formerly marketed on display cards holding 72 units, each cap being inserted into a hole in the card and the arrangement of the caps thereon varying according to taste.

While there is an active sale of such caps at all times, through commercial stationers, the turnover with many of the smaller stationers is not great enough to rapidly dispose of a full half-gross card of caps and it was discovered that exposure to dust in the store or window resulted in considerable deterioration. Because the rubber eraser is porous and will absorb dust, this deterioration proved particularly undesirable in that it would not make itself apparent to the dealer or the consumer until the eraser was first applied to the paper. When so used, an eraser which had absorbed a substantial quantity of dust would smudge the paper, because of the interference of the dust with the eraser compound itself. Thus dealers not only were forced, on occasion, to discard obviously smudged caps, but sometimes unwittingly sold the now defective merchandise and thereby created ill will for both themselves and the manufacturer.

The new display is designed to overcome this objection to previous units by protecting the vast majority of the erasers, while still permitting visible display and consumer examination. At the same time, Sales Manager H. U. Bittman, of A. W. Faber, Inc., sought to increase his unit sales by taking advantage of the new packaging and display method to up assortment quantities to a gross of pencil caps.

The unit consists of a folding construction, so designed as to present a panel containing a dozen caps on the upper portion of the display and to provide visibility for the remainder of the caps through a transparent cellulose window. The balance of the dealer stock is held in a small drawer fitted at the back of the display and providing easy access to the merchandise. Thus no more than a dozen caps are exposed at any one time and dealers are not confronted with *(Continued on page 102)*





In the two illustrations, both display and constructional features of the new A. W. Faber unit for the sale of pencil caps may be clearly seen. Note how even a pull tab has been ingeniously provided for the folding cartonboard reservoir drawer.

Modern to the nth degree

AND BUILT TO LAST!

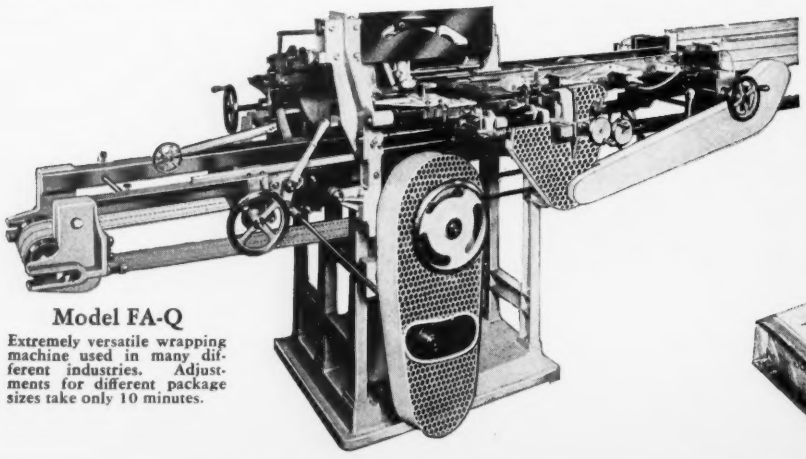
When you choose wrapping machines, you want the most modern, advanced features to meet your modern wrapping requirements. But you also want machines that *last*. You want high speed to get production out on time, to save labor and operating costs . . . certainly. But you also want machines that will stand up under this high speed, won't vibrate themselves to rattley old age in a few years.

In many plants you will find Package Machinery Company machines 20 odd years old, still doing a fine wrapping job. That's evidence of sound construction and good design. Our new machines, built to the same high standards, offer as many, if not more, potential years of trouble-free service.

Illustrated are two of our new and widely used models.

Model CM-2
New high speed wrapping machine for comparatively small size packages. Adjustable for various sizes. Speeds up to 380 per minute.

PACKAGE MACHINERY COMPANY Springfield, Massachusetts
NEW YORK CHICAGO CLEVELAND LOS ANGELES
Mexico, D. F., Apartado 2303
Peterborough, England: Baker Perkins, Ltd.
Buenos Aires, Argentina: David H. Orton, Maipu, 231
Melbourne, Australia: Baker Perkins, Pty., Ltd.



Model FA-Q
Extremely versatile wrapping machine used in many different industries. Adjustments for different package sizes take only 10 minutes.

PACKAGE MACHINERY COMPANY
Over a Quarter Billion Packages per day are wrapped on our Machines

BERRIES ARE IN THE BAG

and so is the syrup in this quick freezing operation of Olney & Carpenter Inc.

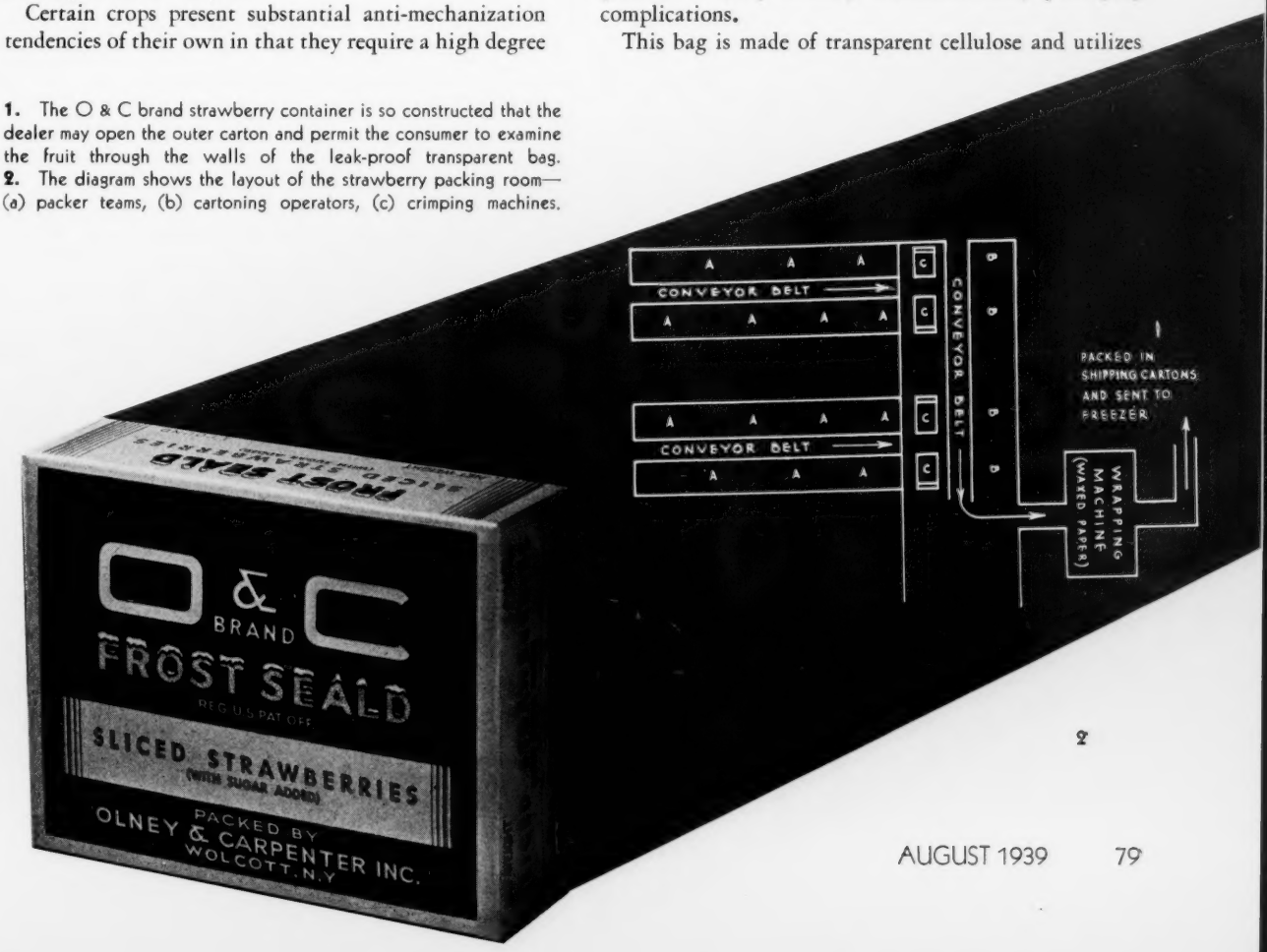
Frosted food packaging would seem to the uninitiated to be the type of operation most likely to be highly mechanized. There are only a few quick freezing plants—notably those handling fish and meats—which boast any very great degree of mechanization. The reliance of the frosted food packer upon hand operations is induced by a number of considerations, foremost among which is the fact that most plants work on one crop—or at best a limited number of crops—which must be packed in a very short period coincident with the time of ripening and picking. Thus it seldom is found to be very economical to utilize expensive automatic machinery which would, of necessity, have to be held in idleness for the major portion of the year.

Certain crops present substantial anti-mechanization tendencies of their own in that they require a high degree of hand work in preliminary processing, handling, washing and slicing. Notable among these are strawberries and the operations of Olney & Carpenter Inc., at Wolcott, N. Y., are, therefore, of particular interest because of the manner in which the company has been able to combine hand operations with the use of simple packaging machines and material transportation mechanisms to achieve a high degree of packaging efficiency without any lowering of the quality of either product or pack.

In large measure, this achievement is due to the adoption of a new type of carton liner claimed to afford maximum protection against "leakers" and, hence, of particular interest to packers of fruits or berries, where the presence of syrup formerly introduced many packaging complications.

This bag is made of transparent cellulose and utilizes

1. The O & C brand strawberry container is so constructed that the dealer may open the outer carton and permit the consumer to examine the fruit through the walls of the leak-proof transparent bag. **2.** The diagram shows the layout of the strawberry packing room—(a) packer teams, (b) cartoning operators, (c) crimping machines.



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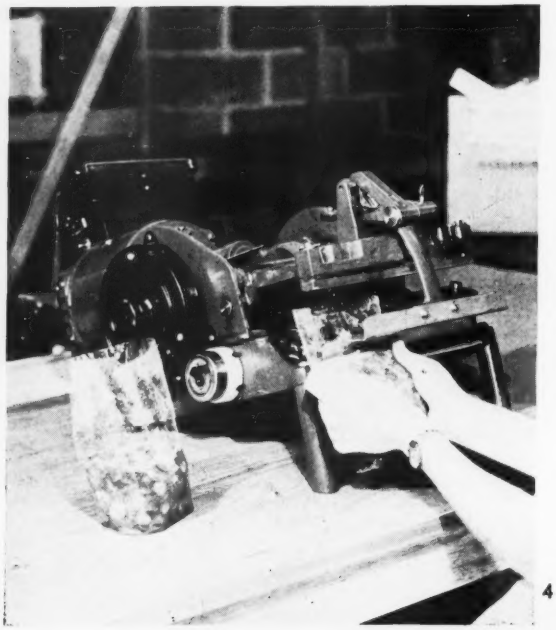


4

a special patented construction of the bottom of the bag, combining the ordinary glue construction with a heat sealed section so located and constructed that the weight of the contents is claimed to tighten the seal. The vertical seam likewise combines a double glue line with a heat seal and thus a very substantial reduction—in fact almost complete elimination—of "leakers" in the packing room has been achieved.

It is further claimed for the transparent liner that it permits the packer to remove all air before sealing and thus to prevent so-called freezer burn resulting in discoloration and oxidation of the food product during and after the freezing process.

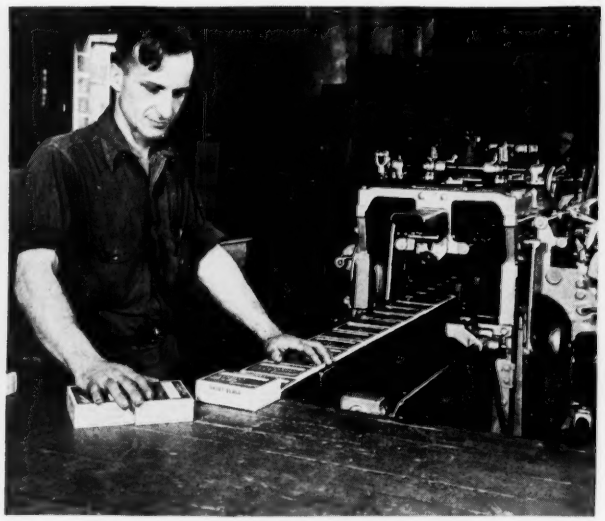
The Olney & Carpenter plant utilizes two conveyor belt equipped double packing tables leading into a transverse conveyor belt and thence to a wrapping machine, where wax paper over-wraps are applied to the cartons, and from which these completed packages proceed to the freezing room.

In packing, the strawberries are first washed and sliced by machine, coming to the packing room in clean, enameled pans, where sugar is added and the sliced berries are thoroughly mixed in the syrup formed by the sugar and the berry juice. Two operators are located at each of the stations indicated by the symbol A in the diagram of the freezer room and utilize funnel-like devices which permit one operator to open and hold the bag, while her companion dips and pours the measured quantity of strawberries and syrup into the bag through the funnel. When filled, the bag is capable of standing upright and it proceeds (*Continued on page 91*)

3. Operators work as teams in applying measured quantities of strawberries and syrup into the transparent cellulose bags. **4.** Crimping machine operators expel air from the containers before applying the heat seal. These machines are controlled by foot treadle. **5.** Insertion of the filled bags into cartons is a hand operation. **6.** Despite their liquid content, the cartoned bags are easily handled in transit to and through the wax paper wrapping machine and thence to the freezing room.

5

6



FOOD TECHNOLOGY CONFERENCE

A digest and report on the sessions sponsored by the Massachusetts Institute of Technology

A Food Technology Conference, the second under the auspices of the Division of Food Technology and Industrial Biology of the Massachusetts Institute of Technology, was held, from June 28 to July 1, at the Institute. Before audiences representing the technical staffs of almost every major food processor and evincing a lively interest which belied the heat, symposia were held on quality control in food manufacture, on progress in food packaging and containers, on bakery technology, on food engineering and food refrigeration.

While the major speeches of interest to packagers were those delivered at the food packaging and container sessions, the general problems of food technology are so closely interrelated with packaging that almost every speaker reporting on researches conducted within the last year disclosed some information on new developments in packages, packaging processes, materials, etc. A number of the most important of these reports are abstracted below.

Quality Control in Canning

Dr. E. J. Cameron, director of the National Canners Assn. Research Laboratory, in discussing the subject of quality control in the canning industries, said, in part, "Canning technology has made constructive advance in recent years. There has been new information concerning processing, and this has resulted in decreased spoilage losses. In preparation of products for canning, quality control has been applied by the adoption of special equipment, such as the gravity separator for peas. With certain products, such as whole kernel corn and corn-on-cob there has been a great increase in the 'brineless' vacuum pack. For other products, such as whole kernel corn with brine, vacuum closure has been applied successfully and has eliminated certain difficulties incidental to heat exhausting. Retorting practices have been revised to the advantage of quality.

"The principle of 'short time-high temperature' processing has been established. Its wide application may be anticipated in the next few years.

"Quality control through improvement in containers has kept pace with other quality improving developments. Probably the outstanding improvement has come from the use of corrosion-resistant 'cold reduction plate' for certain corrosive products. In line with this basic variation in the construction of the container, improved lacquers and enamels have come into being."

Advances in Canning Technology

R. H. Lueck, manager of the Research Department of the American Can Co., discussed the development of the "tenderometer," a machine for predetermination, by measurement of raw peas, of the quality and commercial grade into which the canned product will fall. Mr. Lueck also previewed some unpublished work on the thermal stability of Thiamin in the sterilizing process employed for canned foods, describing the influence of sterilizing temperature as well as hydrogen ion concentration of the food medium on the stability of this particular vitamin.

Describing recent improvements in tin plate production for tin cans, Mr. Lueck said, in part, "Improved corrosion resistance is brought about by reduction in the phosphorus and silicon content of the steel made possible by the new cold reduction process which replaces the hot pack-rolling process. The 'hydrogen evolution' test, an accelerated test for determining the approximate corrosion of tinplate to acid corrosion, is described and set forth as an example of quality control. The reduction in phosphorus and silicon to provide corrosion resistance reduces the stiffness of tinplate. The desired degree of stiffness in low metalloid steel is now attained by cold working subsequent to the final anneal."

One of the most interesting discussions of the entire conference was delivered by H. A. Barnby, director of the Packaging Research Division of the Owens-Illinois Glass Co., in which the speaker described research conducted under his own direction and that of Dr. William B. Esselen, Jr., also of the Owens-Illinois Glass Co., on the commercial significance of light on glass-packed foods. Mr. Barnby pointed out that roughly 7,500,000 glass containers are used each year in this country for various products, a large percentage of which are food. "Surely from such an enormous pack, involving thousands of products, if light was as injurious to glass-packed foods as some laboratory findings indicate, we should see more commercial evidence of the condition.

"The probable reasons back of this seeming discrepancy are clearly shown in the paper and summarized in the article as follows:

1. Laboratory results by some investigators, seeking to determine the effect of sunlight on food products packed in glass, have not always agreed with commercial packing results.
2. We find there are definite reasons for this lack of agreement as follows:

(a) Commercial glass packages are universally protected from light by sealed shipping cases until displayed for sale.

(b) Light meter readings show that while on retail display these products only received from $^1/_{200}$

to $^1/_{1300}$ of the light intensity that they would undergo if exposed outside or on a roof top. These latter conditions are frequently used in laboratory investigations. One could not select a more non-representative sunlight exposure condition either as to intensity or duration in hours per day.

(c) The growing necessity for a rapid stock turnover for profit and low inventory reasons, has reduced the shelf exposure time to where light deterioration of glass-packed foods is conspicuous by its rarity.

(d) There is likelihood of one inexperienced in canning practice to use very uncommercial packing methods in preparing test samples which leads to erroneous conclusions. The most common error in interpreting results is that in reporting changes caused by oxygen and warm storage as having been produced by sunlight."

Liaison between Laboratory and Plant

Dr. S. Henry Ayers, director of the Research Department of the Crown Can Co., utilized his discussion to set up standards for the development of relationships between company laboratory and plant personnel. He said, in part, "First it must be recognized that the laboratory must be a commercially sound proposition and, as such, must earn its own way. For this reason, it must be set up in the organization so that it can do this very thing. The term 'liaison' means bond or union, and the laboratory can only function on a sound basis when it is set up on an equal basis with other departments.

"The laboratory must have an active voice in management, and must cooperate with other departments. Of course, other departments must also cooperate with the laboratory. There must be cooperation by action. Verbal cooperation means nothing.

"The laboratory has many lines for activity in the canning plant. For example, in vegetable packing the cannery must provide seed of the most suitable variety and the grower must be guided, for there are soil and insect problems. Field men from the laboratory can help the production department in the quality of raw material at all points.

"In the canning of meats and fish products, soups and chowders, as well as fruits and fruit and vegetable juices, there are many problems in handling material which require laboratory study and control. Other raw materials such as sugar and salt, starches, etc., present problems in their use, at frequent times.

"A second line of activity may be assistance to the production department in the selection, set-up and efficiency of equipment and the control of technical features of production. Increased efficiency in production is the keynote of a modern organization.

"The third line of activity could be called, 'Prevention of Spoilage.' The canning plant is faced with possible financial loss through spoilage, resulting from underprocessing, highly contaminated raw materials, thermophilic contamination through sugar brine, or build up of bacterial spoilage organisms in cannery equipment. Spoilage may also result from more obscure causes such as highly contaminated cooling water and rough handling of cans which causes leakage in the containers.

"A fourth line of activity should, with profit, be devoted to the development of new products. The laboratory is essential to the success of such developments, and new products can do many things for the canning plant. Among these, they may take the plant out of killing competition and they may reduce overhead by extending the packing season.

"The fifth line of activity for the laboratory can be its service as a clearing house for information on the new food laws. Any food manufacturer will have need now, more than ever before, for expert advice and guidance in the matter of various packing regulations, both Federal and State.

"The production and sales departments naturally have a direct interest in the possible activities of the laboratory as outlined, since problems involved are mutual. But, if there is not a suitable liaison between all these departments, the value of the laboratory may be entirely lost. It is safe to say any canning plant can make money through its laboratory, but only when it is properly set up in the organization. To do this, set the laboratory up as an independent department on an equal basis with all other departments in which the laboratory head and all department heads report to the chief executive officer and operate with him as a management board. Select qualified men for these departments, who, among other things understand cooperation by action and not merely cooperation by words."

Food Packaging and Containers

O. F. Benz, director of sales, Cellophane Division, E. I. du Pont de Nemours & Co., Inc., discussed the use of transparent film materials in the packaging and marketing of various types of foods, presenting a rounded picture of progress to date and a forecast of developments in store for the immediate future.

M. T. Rogers, manager, Cryovac Division, Dewey & Almy Chemical Co., discussed the latex container and its application for frozen meats and poultry.*

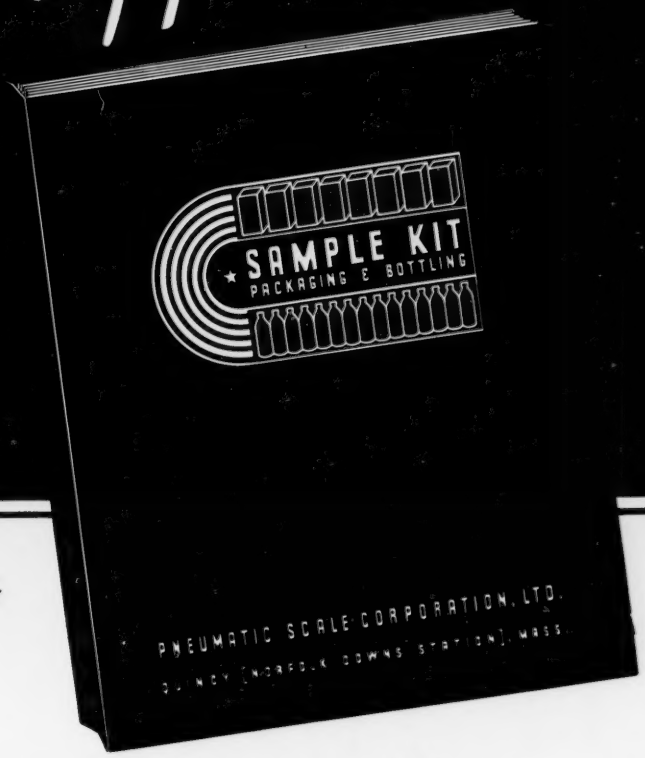
Flavor Control in Baking Industries

In the food engineering symposium, Dr. J. A. Dunn, of Lever Brothers Co., in discussing flavor control in bakery merchandise, stressed the importance of packaging and packaging materials in flavor maintenance. He said, in part, "Proper cooling of all bakery merchandise has not always received adequate attention in the past. Premature packaging may result in a 'cardboard' or 'package' flavor in baked goods. Moisture control is possible through proper selection of packages, and many items should be so protected to insure freshness of flavor.

"A properly designed package will prevent foodstuffs from absorbing unwanted odors while in the retail store

* This recent development was described and illustrated in detail in the April, 1939, issue of Modern Packaging, pages 73, 74, 75.

Your Copy is Ready!



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COMPLETE INFORMATION MUST BE GIVEN

Company Name.....
Street Address.....
City & State.....
Products Packaged.....
Your Name.....
Your Position.....

or enroute to the consumer. Pigmented packaging materials, that permit innocuous rays of sunlight only to come in contact with the baked products, are worthy of consideration. Packaging materials, both plain and printed, should be carefully selected, stored and turned over; since such products may absorb odors and later transmit them to the baked goods. Careful supervision of packaging should insure that each package is properly sealed."

The New Food Law and Its Relation to the Food Technologist

Dr. L. V. Burton, editor of "Food Industries," in addressing the conference, discussed the increasing necessity for the employment of adequate food technological staffs brought about by the factory inspection provision of the new food law. He said, in part, "New jobs for food technologists will be created by the new Food, Drug, and Cosmetic Act which became effective on June 25, 1939, just as the old Food and Drug Law of 1906 was a potent force in creating jobs for chemists in food manufacturing establishments in the years following its enactment. These new jobs will be potential rather than real until manufacturers realize the full implication of the factory inspection provisions in the new law. But, unless one has attended many hearings on food standards under the new law, he will not be able to visualize the importance that the government is placing on the actual methods employed by manufacturers. You can search the law itself in vain for the implication of greater opportunities for food technologists in food plants of the future. But, by assembling ideas and observations from many sources, it becomes clear that in the next few years will be found a parallel to the opportunities that developed in the years from 1906 to 1912.

"It is to be expected that the superintendents of the food plants of the future will largely come from the ranks of graduate food technologists who will have served a post-graduate apprenticeship of several years in order to familiarize themselves with the age-old arts employed in the industrial production of foods."

Packaging in War Time

In discussing subsistence of the army in war, Major P. P. Logan, of the Quartermaster Corps of the United States Army, said "The real problem lies in departing from normal industrial processes in order to provide food which is processed and packaged in such manner as to conserve space and weight, lower storage loss, minimize the hazard of contamination by poison gas, and at the same time be well adapted to field cooking, highly nutritious and palatable.

"In preparing plans for war-time subsistence procurment the Quartermaster Department not only attempts to keep abreast of commercial developments in the food world but also conducts considerable research work in battlefield rations.

"One experiment conducted by the Quartermaster Corps is recited here to show the possibilities of space and weight conservation. A quantity of carcass beef of army standard quality was trimmed and boned. The meat was divided into two classes, one called 'roasting and frying,' the other called 'stewing and boiling.' Large pieces such as chuck, rib, loin, etc., were cut into pieces of average cooking size. Each class of meat was packed separately in fifty and hundred pound lots, in flat telescope boxes made of waxed fibreboard, and frozen. It was found that the 134 cu. ft. of space required for the shipment of one ton of frozen carcass beef was reduced to 32 cu. ft. and that 2650 lbs. were reduced to 2000 lbs. by the process. The tallow and bones which were removed had sufficient commercial value to nearly offset the cost of processing. A skilled laborer could bone out three cattle per hour—24 per day. From this it was calculated that 40 skilled laborers could process a half million pounds daily. The use of this system would accomplish a daily saving of 22,500 cu. ft. of shipping space and approximately 125,000 lbs. of shipping weight. It would provide the further advantages of supplying fresh beef, better adapted to field cooking than frozen carcass beef, and would leave in the rear areas material of commercial value which would be largely wasted at the front.

"Our planning work has been made easier by the remarkable advances industry has made in the field of dehydration. Cognizance is taken of this in the war-procurement plan which contemplates the issue of more than a hundred thousand pounds per month of dehydrated vegetables alone. It is anticipated that the issue of this type of material will result in conserving 60 per cent in shipping space and over 75 per cent in weight for these products.

"The problem of packaging, so far as concerns protection from gas, could be practically and easily solved by the use of tin containers were it not for the fact that tin is a highly important strategic item. Its availability in war time is dependent upon the sufficiency of ocean transportation and open sea lanes. It is felt that by increased use of glass and paper packages in the Zone of the Interior, the unrestricted use of tin in the Theater of Operations may be possible."

Foreign Developments in Food Technology

Dr. W. B. Cruess, of the University of California, itemized numerous recent developments observed in foreign countries, among which are the following:

"Unfermented Fruit Beverages: In Switzerland unfermented apple juice is popular. It is preserved by 'sterilizing filtration' in bottles, following previous storage in enamel-lined or composition-lined steel tanks under CO_2 pressure. It is not pasteurized. The finished beverage is brilliantly clear and mildly sparkling. In England the same process is used to a very limited extent. While successful in Switzerland, Germany and other European countries, it appears rather complicated and costly for American use.

"In England, V. L. S. Chasley, in charge of fruit beverage investigations at Longashton, has obtained excellent results by applying the (*Continued on page 96*)

THE MOST *Flexible* FILLER YOU HAVE EVER SEEN

So versatile it will fill practically *any* kind of container with almost *any* kind of material, the Stokes & Smith Universal Filler, with Gross Weight Scale, comprises four different machines in one single unit. These are:

1. *A gross weight scale with auger feed or rotary feed.*
2. *A volumetric filler measuring material by the volume of the package.*
3. *A volumetric filler measuring material by the turns of the auger, a very precise way for the smaller quantities.*
4. *A packing machine to compress the material into packages.*

Changing from one type of container to another, even from any paste to free-flowing powder, is only a few minutes work.

May we arrange a demonstration for you?

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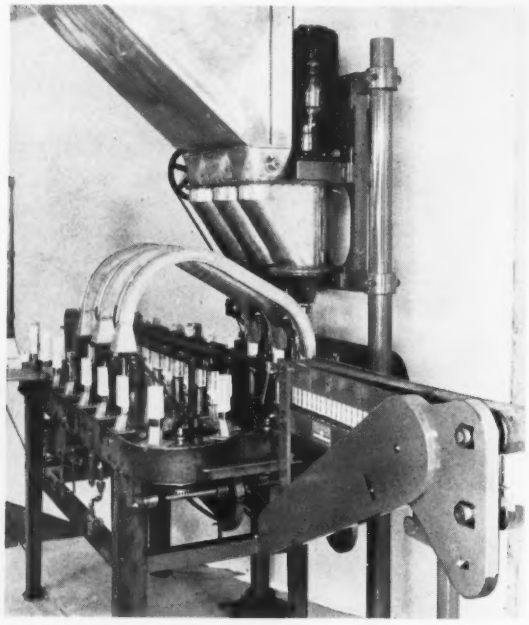
S & S G-1 Filler

Equipment and Materials

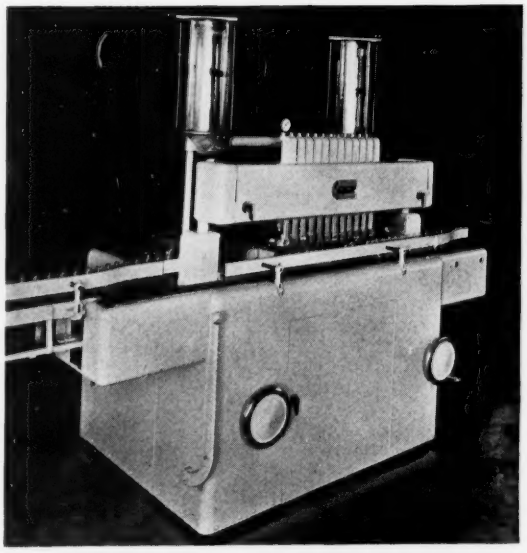
NEW DEVELOPMENTS IN PACKAGING MACHINERY • METHODS and SUPPLIES

CARTON FILLER

For filling cartons with dry materials such as spices, the J. L. Ferguson Co. has developed a new machine which requires but a single operator to erect, bottom seal, fill and top seal containers. The operator's principal function is to square up and place the carton blanks over forms arranged on an oval belt track. The cartons are then conveyed beneath a folding and gluing mechanism and one end is thereby tightly sealed. Proceeding around the track, the cartons are inverted by means of a



blast of air which blows them through conveyor tubes to the opposite side of the machine. Three cartons are thus inverted through three such tubes at a time and are then automatically raised over a filling tube while the correct weight of the product is augered into the package by the weighing mechanism. The packages are then lowered and placed on a conveyor which passes them through a coding device and thence through a top gluing and folding mechanism. This latter is actually the same mechanism that is used for bottom sealing, the cartons traveling around a second belt track in a counterclockwise direction in order to arrive at the centrally located sealing mechanism. The cartons leave the sealing mechanism to be discharged into a dryer or compression unit from which they emerge ready for packing into shipping cases. The machine, it is claimed, operates at a speed of 50 to 60 packages per minute.



HIGH-SPEED AUTOMATIC BOTTLE FILLER

A new bottle filling unit for which the combination of substantial flexibility, quick changeover and high speed are claimed has been placed upon the market by Pneumatic Scale Corp., Ltd. The unit is reported to provide speeds of better than 100 per minute on small bottles for extracts, lotions, shoe polish, etc., and will deliver, it is claimed, 90 bottles per minute of 8-oz. size or 70 bottles per minute of pint size of most products.

The machine boasts a streamlined housing and occupies a floor area of 3 ft. 9 in. by 7 ft. 2 in. with a continuous intake conveyor 13 ft. 6 in. long. Changeover from one size to another, it is stated, can be accomplished in 10 minutes. A built-in variable speed drive is utilized having an infinite range and a 3 to 1 ratio. The filler has a built-in safety control which shuts off the unit if the next unit in line should stop. Built-in agitator drives are available for those products requiring agitation.

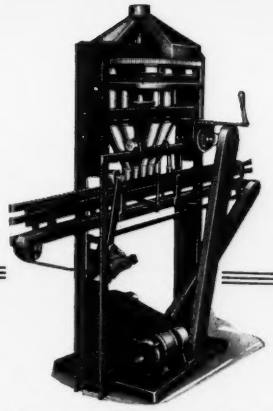
LETTERPRESS UNIT

A new letterpress unit, designated as type 3G and designed to afford high-speed production of medium-sized paper bags, box wraps, container blanks, match boxes, and similar package types, has been announced by the Chambon Corp. The unit is available in a number of combinations, a typical installation consisting of a group of printing units mounted in series on a multiplace single pedestal bed in combination with either a rewinding unit or (as shown in the illustration) a rotary cutter and pile delivery.

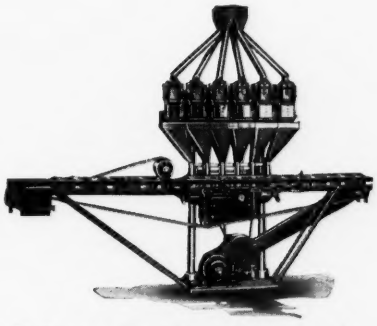
Speeds Up To—

90

Packages Per Minute!



Packomatic Volumetric Eight-Pocket Filler
For Free Flowing Products
Automatic Trip. No Operator Required
—90 per minute



Packomatic Six-in-Line Automatic Net Weigher
Equalizing Feed Spouts and Settling Device
No Operators Required
Speed up to 60 per minute

Packomatic Volumetric Four-Pocket Filler
For Free Flowing Products
Easily Adjusted for Weights
Speed 60 per minute

For weighing or filling products at speeds of 30—60—or 90 packages per minute, there is a Packomatic Weigher or Filler which will meet your requirements.

Packomatic Weighers and Fillers are of sturdy construction and simple to operate, and are successfully handling hundreds of nationally known products.

Both large and small manufacturers find the same careful, efficient handling of their packaging problems when dealing with Packomatic.

We list here a few of the products now being handled the Packomatic way: Rolled Oats—Beans—Epsom Salts—Bath Salts—Bird Seed—Tapioca—Cereals—Coffee—Rice—Popcorn—Water Softeners—Macaroni—Soap Powders—Sugar, etc.

One of our engineers will call upon you at your convenience—no obligations.

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PACKAGING MACHINERY
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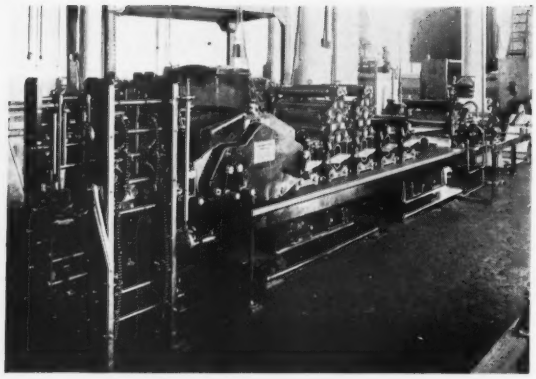
ST. LOUIS NEW ORLEANS SAN FRANCISCO
LOS ANGELES SEATTLE

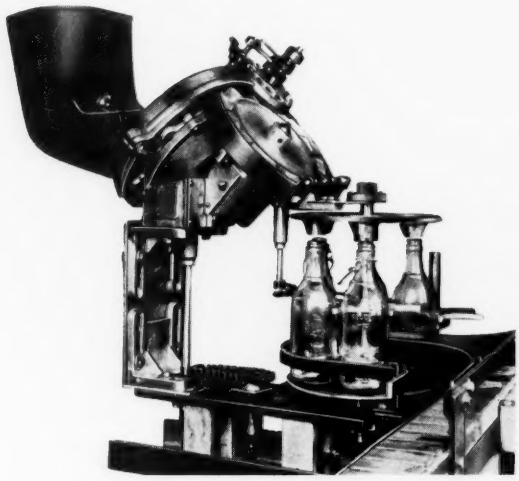


It is claimed for the unit that when once set up for a particular job all that is necessary is to keep it supplied with paper and ink and to remove the finished work. Specially designed ink fountains, it is stated, eliminate the need for continual adjustment and practically eliminate make-ready time. Register is under the instant control of the operator. The press prints from cylindrical bronze plates or from stereos, curved electros or rubber plates. Both sides of the web may be printed if desired. The unit is fed from the roll, accepts the web up to a maximum of 20 in. and prints to a maximum width of $19\frac{1}{2}$ in. Minimum cylinder circumference is $15\frac{1}{2}$ in. with a maximum cylinder circumference of 26 in. When used with rewinding equipment, the unit has a claimed production rate of 350 ft. per minute. In conjunction with a sheeting mechanism, output is claimed to reach 200 sheets per minute. When a punching unit is utilized, 125 punching strokes per minute are practicable. For use in conjunction with the 3G letterpress, the following fabrication units are available: slit and scoring unit as used in the match industry, heavy duty guillotine cutter and heavy duty rotary cutter used in the production of fibre containers, stationary punch, running reciprocal punch, eccentric punch for small-length work and thermoplastic adhesive unit for applying localized spots of adhesive.

TABLET DEPOSITOR

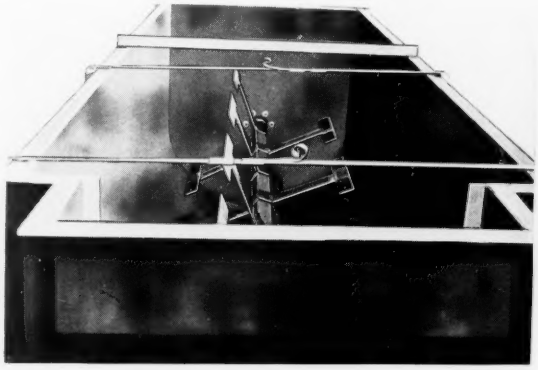
Specified as model "G-D Special," a new automatic individual tablet separating and depositing machine for narrow mouth bottles has been announced by the Scientific Tablet Co. The unit furnishes tablet selection and deposit of individual tablets into such items as bottled citrate of magnesia, tomato juice and other products where addition of flavoring or gaseous action materials is desirable.

Bottles are deflected from the conveyor line by a spring protected indexing device, passing under an adjustable height tablet guide, equipped with funnel shaped openings. Each bottle trips the tablet release lever in passing, thus preventing discharge of tablet if there is no bottle present. The bottles receive tablets in passing and return to the conveyor line which leads to the filler or closing machine. Operation is continuous while the line is in operation and a special by-pass, leading to a convenient receptacle for any tablets unrequired through the absence of bottles, is provided. A compensator is likewise provided which acts to replace any tablet that may possibly fail in the original pick-up mechanism. Speed, it is claimed, is adjustable up to the number of bottles per minute being run on the line. The machine is shaft or motor driven, preferably from driving shaft of the conveyor or from other control equipment in the packaging line.



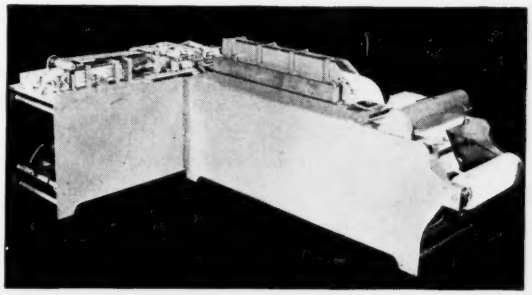
GLUE MIXER

A glue mixer and melter, marketed by L. O. Koven & Bro., Inc., is designed to provide an ample supply of melted glue of uniform consistency, characteristics and temperature. The unit consists of a rectangular steel tank with a half round bottom, fully jacketed, and is equipped with a horizontal multi-paddle agitator, the blades of which clear the bottom by a few inches. The mixer is 12 ft. long with $3\frac{3}{4}$ ft. straight sides down to the half round bottom which has a diameter of $2\frac{3}{4}$ ft. A capacity of approximately 2500 gal. is claimed for the jacketed glue mixer and melter.



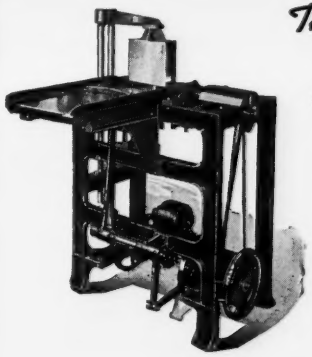
BUNDLING MACHINE

A new bundling machine has been placed on the market by the Miller Wrapping and Sealing Machine Co. The unit has a capacity of from 10 to 12 bundles per minute, it is reported, depending upon the type of package used. In operation, a conveyor belt carries a sheet, cut from the roll, past the package feed station. The operator places the packages on this sheet and the group then rides through the folding section where the overlap is made and the ends are folded and sealed.



PLIOFILM BAG SEALER

A new device for heat sealing the ends of Pliofilm bags has been placed upon the market by the Sta-Warm Electric Co. The unit—a table model—is made of cast aluminum in streamlined design. A thermostatic control incorporated into the device is claimed to automatically maintain even heat application and the proper sealing temperatures. The machine is so constructed as to permit operation by either hand pressure or foot treadle pressure. In the latter event, the operator is enabled to use both hands, both picking up filled bags prior to sealing for actual sealing and for packing of filled and sealed bags. The machine, it is claimed, makes a perfect bag seal on Pliofilm bags and is capable of operation by unskilled help since it incorporates no intricate parts subject to breakage or failure.



This Machine SETS UP *the cartons*

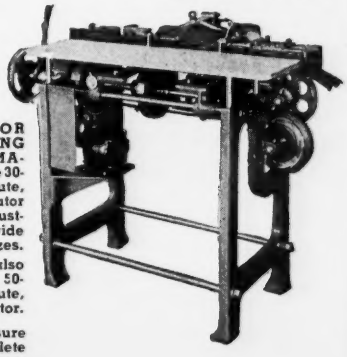
PETERS JUNIOR CARTON FORMING AND LINING MACHINE used to set up 30-40 cartons per minute, requiring only one operator . . . can be made adjustable to handle a wide range of carton sizes.

SENIOR Model available to set up 50-60 cartons per minute, requiring no operator.

Send us samples of your cartons or their sizes and ask us to recommend machines to handle them economically. It will pay you to investigate this equipment.

These
PETERS CARTON PACKAGING MACHINES
will reduce your handling costs to a
. . . MINIMUM!

This Machine CLOSES *the cartons*



PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE used to close 30-40 cartons per minute, requiring no operator . . . can be made adjustable to handle a wide range of carton sizes.

SENIOR Model also available to close 50-60 cartons per minute, requiring no operator.

It will be a pleasure to send you complete information on these machines.

PETERS MACHINERY COMPANY
GENERAL OFFICE AND FACTORY
4700 RAVENSWOOD AVENUE, CHICAGO, ILL.

Plants and Personalities

THE ANCHOR HOCKING GLASS CORP. and its affiliate, the Anchor Cap & Closure Corp. announce the closing of their New Orleans, La. office. J. M. Porter, Jr., formerly in charge of this office, will rejoin and assist his father who is in charge of the Memphis, Tenn. office. The territory formerly covered by the New Orleans office will be serviced by John R. Nolan out of the Houston, Texas office.

JOHN W. LITTLE, who for the past seven years has been manager of the transparent cellulose division of the Forbes Lithograph Mfg. Co. and prior to that head of the J. W. Little Co., has been appointed assistant general sales manager of the Sylvania Industrial Corp., New York, N. Y.

NATIONAL ADHESIVES CORP. announces addition of a lacquer research laboratory technical service to its lacquer division at Dunellen, N. J.

HARRY V. WALLACE, formerly manager of the Chicago branch of the Kimble Glass Co., has been appointed vice president and general sales manager of the same company, with offices at Vineland, N. J.

A. G. HORNNEY has been appointed eastern representative for the J. L. Ferguson Co., with offices located at 545 Fifth Ave., New York, N. Y.

THE CHARLES BECK MACHINE CO., Philadelphia, Pa., announces an addition to its present plant facilities and the installation of new equipment.

THE RACQUETTE RIVER PAPER CO., Potsdam, N.Y., has retained Harold Van Doren & Associates, industrial designers, as consultants on department store packaging methods and operations.

R. G. BUSER SILK CORP. and Allentown Silk Co., Inc., manufacturers of various types of ribbons, announce that all distribution of their products will now be channeled through the organization's own company, Buser, Inc., New York, N. Y.

THE GREAT SOUTHERN BOX CO., INC., New Orleans, La., announces that construction has started on their new plant at Orlando, Fla. Officers of the company are: Shelley Schuster, president; A. O'Shaughnessey, vice president; Earle A. Richard, secretary-treasurer; C. C. Viguerie, sales manager. F. B. Seghers has been appointed manager of the new Orlando plant.

AT THE RECENT National Paper Box Manufacturers Assn. and Canadian Paper Box Manufacturers Assn. convention, the following officers were elected: Charles K. Shaw, president of National Paper Box Manufacturers Assn., succeeding Allen K. Schleicher; H. G. Turnbull, president of Canadian Paper Box Manufacturers Assn., succeeding Alan Manchester; Chester A. Gage, president of The National Paper Box Supplies Assn., succeeding William E. Madden. Officers elected along with Mr. Shaw of the National Paper Box Manufacturers Assn. included C. W. Reiber, vice president and A. A. Weller, Benjamin Shapiro, William D. Lane, F. C. Kewell, William Draper and G. Edgar Mooney, directors.

PACKAGE RESEARCH LABORATORY, Rockaway, N. J., announces that Harold Crews is now in charge of the organization's service to the growers, shippers and receivers of fruits and vegetables in the eastern district with offices at Rockaway, N. J.

A SHORT INTENSIVE COURSE in food technology is to be offered by the Massachusetts Institute of Technology for the period, September 5 to 22, 1939, under the direction of Bernard E. Proctor, Associate Professor of Food Technology.

Sessions will be held daily except Saturdays, from 9 A.M. to 4 P.M., fundamental material of the course covering the origin, composition, transportation, handling, storage, processing and control of the more important animal and plant foods. In addition to lectures, demonstrations, laboratory exercises and conferences, students will have an opportunity to visit representative food industries in the Metropolitan Boston area. Students qualified by ability and experience may be permitted to devote a part of their time to laboratory problems of an investigative nature in their particular fields of interest. A tuition fee of $55 includes a $5 registration fee. Regular college credit (7 units) will be given for fulfillment of the requirements of the course. Dormitory facilities for men and dining facilities are available on the campus. Communications should be addressed to Professor B. E. Proctor at the Institute.

In the article "Bellwether of the Calvert Line," published in the July issue of Modern Packaging, the design of the Calvert bottle was credited to Simon de Vaulchier. Credit should have been given to the firm of De Vaulchier, Blow & Wilmet, Inc., industrial designers, whose president, Georges Wilmet, was personally responsible for the design of the new Calvert bottle.

An error occurred in the preparation of the insert of The United States Printing & Lithograph Co. in the July number of Modern Packaging. The credit line for the Bayuk Christmas wrap should have read as follows: "Painting by Dale Nichols (through McKee, Albright & Ivey, Inc.)"

BERRIES ARE IN THE BAG

(Continued from page 80)

in this position on a narrow conveyor belt which carries it to the crimping machine operators located at the end of the line.

Utilizing four of these machines, the operators first expel the air from the bag by drawing the side walls together and then apply the heat seal. The finished inner containers are then placed into individual locking folding cartons and proceed, by transverse conveyor, to the wrapping machine. Thence, packed in shipping cartons, they are trucked to the freezing room, the entire cycle from raw berries in their crates, through washing, slicing and packing to the freezing operation consuming less than 30 minutes.

It will be noted that the innovation of hand operations, as such, was not the aim of the engineers who planned this layout. They sought, rather, and succeeded in accomplishing a combination of hand and machine operations which permitted a minimizing of the time lapse and hence provided for the preservation and the sealing-in of the flavor of the fresh picked fruit.

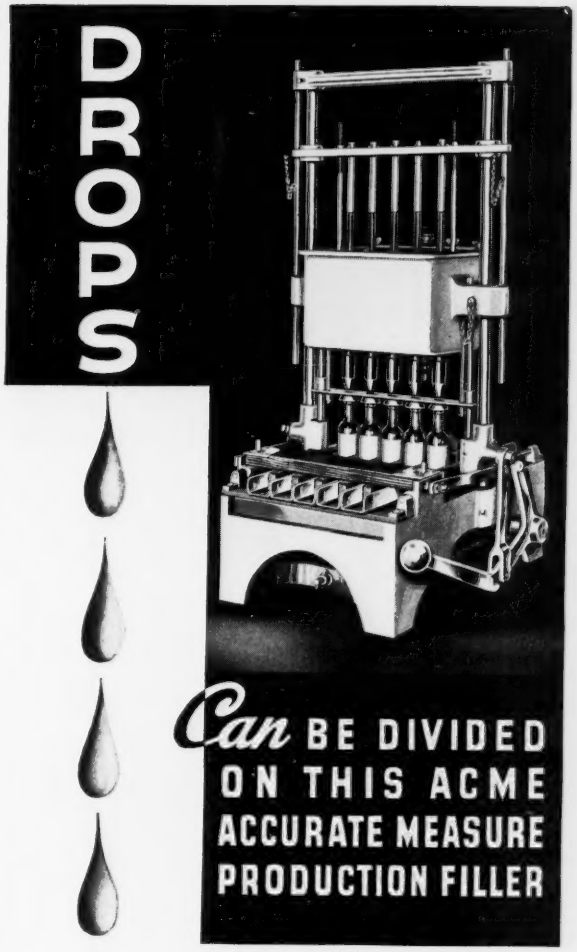
Credit: Transparent cellulose bags by The Munson Bag Co. Bag material, cellophane, by E. I. du Pont de Nemours & Co., Inc. Cartons by Robert Gair Co., Inc. Crimping machines by Wrap-Ade Machine Co. Wax paper wrapper supplied by the Battle Creek Bread Wrapping Machine Co.

SAMPLING WITH MINIATURES

(Continued from page 53)

substantial distortion of package appearance which, nonetheless, is found to be desirable, in view of the economies afforded and the increased readability of label types. In the case of cartons, it is sometimes possible to utilize otherwise waste cartonboard to form containers for miniature package by careful interlocking or ganging of the carton blanks on the production sheet. Such economies can, of course, only be achieved when the ganging produces the correct proportions of miniature and full size cartons as required by sales demands.

On occasion, it is of the utmost importance that the sample package reproduce most accurately the full size container. In other instances, substantial departure may be achieved to good advantage while still retaining sufficient similarity to preserve identity. An instance of the first sort is seen in the package for Sanford's Penit ink, while an outstanding example of the second sort is seen in the miniature Burma-Shave container, which employs a closure slotted for re-use as a razor receptacle.



IT IS literally true that the Acme Accurate Measure Filler is so accurate that drops can be split for the most perfect and accurate fill ever accomplished!

If the liquid you are bottling is costly, highly taxable, subject to impost duties, narcotic, medicinal—or if there is any other reason where the measurement into your container must be accurate to the fraction of a drop, then this filler has a definite place in your production picture.

Split-drop, precision filling is an accomplished fact, whether you are filling fractional-ounce vials or gallon containers.

By measuring the quantity of the product by volume—(or space occupied in cubic units)—in the filling machine before it is allowed to flow into the container, the result is an absolutely identical fill for each and every container—a fill so accurately controlled that compensation is made for the product adhering to the insides of the filling tube. Compensations for temperature differences on the volume of the product to be filled can be made.

Write today and get the extremely interesting story on these machines of brilliant engineered-design by asking for Bulletin AF-1.

U.S. BOTTLERS MACHINERY CO.
4030 N. ROCKWELL ST.
CHICAGO — ILLINOIS

For Your Information File

Unless otherwise indicated, copies of catalogs, booklets, etc., mentioned in this department may be obtained without charge by writing to the sponsoring company at the address given.

"CANNED FOOD REFERENCE MANUAL," compiled by the Nutrition Laboratory, Research Department of the American Can Co., New York, N. Y., is a publication designed to bring to the professions which deal with canned foods as well as to the layman reliable information on canned foods. Sections in the book are devoted to canning technology, canned foods in human nutrition, public health aspects of canned foods, the past 20 years of canning research, useful facts about commercially canned foods and a separate section on the Federal Food, Drug and Cosmetic Act. An appendix contains chart and tables on the composition of some canned foods, inorganic components of common foods, caloric values, etc. The manual amplifies and extends information contained in former publications and bulletins issued by the American Can Co.

"ALUMINUM" by Douglas B. Hobbs (published by The Bruce Publishing Co., Milwaukee, Wis.). The author's purpose here was to provide the student with a text on aluminum, its history, metallurgy and uses. For the sake of clarity and simplicity, the book has been divided into two parts. Part I deals with the manufacture and fabrication of basic aluminum commodities and the principal applications for aluminum and the aluminum alloys. Part II consists of 25 projects for the student to make in the school or workshop. The individual projects are graphically presented and diagrams and illustrations are provided to aid the student to produce the various items detailed.

PLASKON CO., INC., Toledo, Ohio, has published a Plaskon Handbook which would seem to be of much value and interest to manufacturers, designers and engineers interested in this plastic molding material. The properties and characteristics of Plaskon in molded form and the proper methods of fabrication are discussed in detail. The book is profusely illustrated with photographs, diagrams and charts.

"DISPLAYING MERCHANDISE FOR PROFIT" by A. E. Hurst (published by Prentice-Hall, Inc., New York, N. Y. $5.00). This volume traces, in a comprehensive and interesting manner, through charts, text and illustrations, the fundamental principles of display as it pertains to both interior retail store and show window promotion of merchandise. Thus it will, perhaps, prove to be of more value and interest to retail organizations than to manufacturers. However, there exist interlocking display problems shared equally by both retailers and manufacturers and the book presents both the retailer's and the manufacturer's or advertiser's sides of the display problem in an effort to create a better understanding of these difficulties.

The volume is comprised of six sections and a fairly complete bibliography. Individual sections deal with display values, the selling idea behind the display, the physical make-up of the display, display in the retailing program, manufacturers' advertising and display and special display suggestions for the retailer.

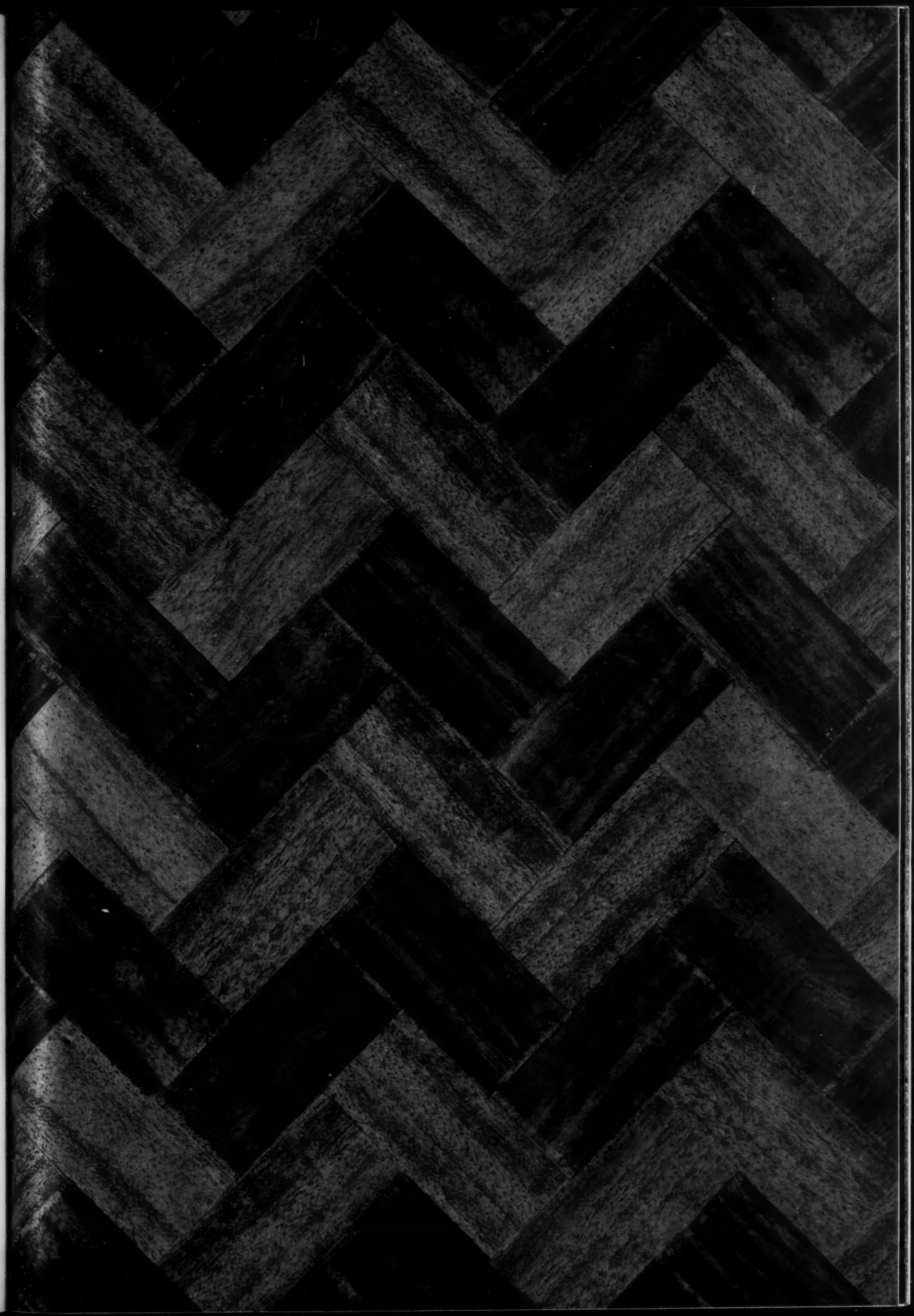
CARBIDE AND CARBON CHEMICALS CORP., New York, N. Y., has issued a swatch book of its Vinylite resin sheetings. A comprehensive range of samples is included in the book and information on properties and characteristics of Vinylite is likewise included.

"WHAT IS YOUR FAVORITE COLOR?" General Printing Ink Corp., New York, N. Y., asks the question in a series of six pamphlets, each devoted to a different color, and indicates that color preferences are allied with certain human characteristics. An indication of your character through color choice instead of tea leaves.

TWO BULLETINS, issued by the Dewey and Almy Chemical Co., Cambridge, Mass., present detailed information on the Cry-O-Vac method of preserving poultry and pork products. The processes of expanding, filling, vacuumizing and sealing Cry-O-Vac bags are fully illustrated in each of the bulletins and a question-and-answer section presents data on the properties of the Cry-O-Vac process, its advantages, storage problems, etc.

STOKES & SMITH CO., Philadelphia, Pa., have issued a booklet titled "Packagers Digest of S & S Packaging Equipment," which shows the machines, the types of packages handled by the machines, speeds of operations, and similar pertinent information.

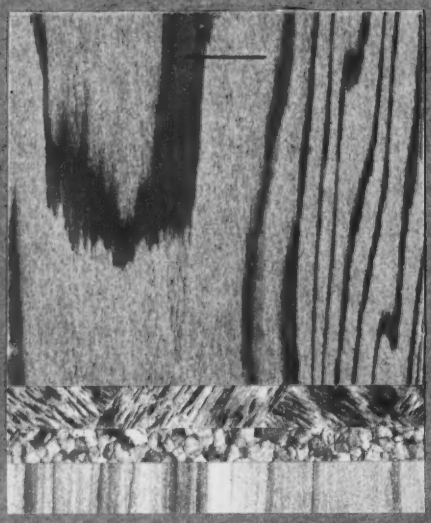
"PROFIT PACKAGES," a folder issued by The Hinde & Dauch Paper Co., Sandusky, Ohio, illustrates and describes 12 different "profit packages." These examples are individual miniature case histories of successful shipping containers.



Williams WOOD-GRAINS

BOX COVERING PAPERS

For Holiday and Year 'Round Gift Boxes



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Small Parquette
Cork
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Many Other Designs And Colors

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Authorities on Box Covering Papers

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PACKAGE LEGISLATION

(Continued from page 66)

include cottage cheese; amend the statute relating to standard weight of loaves of bread by requiring the standard weight to hold for 12 instead of 6 hours after baking and to require the standard weight to result from averaging the weight of 10 instead of 20 loaves; strengthen the law relating to deceptive pack of fruits, nuts and vegetables; to modernize the act relating to sterilization of receptacles for market milk by exempting single service containers used only once and not refilled; to amend the act governing standard containers for apples; to bring distributors of butter received in packaged form from outside the state under the act relating to butter distributing, cutting and wrapping licenses; to require butter to be labeled with either the words "this butter made in California" or "this butter not made in California."

Illinois—After being advanced toward passage with a favorable committee report, a Senate bill seeking to provide that no alcoholic liquor shall be sold in the State in any container except one of wood or glass was stricken from the calendar.

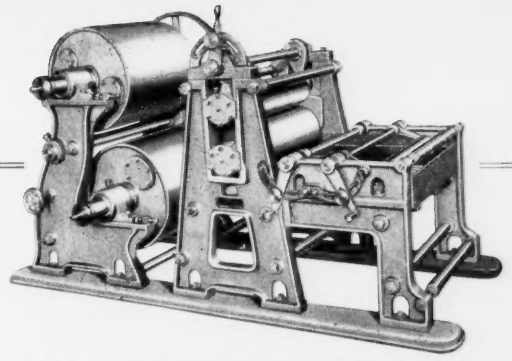
A House bill that failed to pass on third reading, despite several amendments, sought to require every container of vegetable seeds which are sold or offered for sale for seeding purposes to have affixed thereto or printed thereon a tag or label stating the kind and variety of seed, the percentage of germination and name and address of the vendor.

Maryland—The Maryland Liquor Board is considering a ban on sale or distribution of miniature bottles of distilled spirits containing 1½ ozs.

Michigan—The legislature passed and the governor signed into law Senate bills to provide for registration of the names and number of varieties of products marketed by all persons, firms and corporations engaged in the sale of soda water flavor, non-alcholoic cordials and other soft drinks, with payment of a $25 annual license fee by each manufacturer, and to amend the penal code relative to false labels and misrepresentations in sale of kosher meats and other food products.

A House bill to provide that milk or cream may be sold in bottles or jars of one gallon capacity was passed by the house, but amended before being given approval by the Senate. The House refused to concur in the Senate amendments, and the bill died with adjournment of the legislature.

Other proposals that would have affected packaging that failed to gain approval, for the most part dying in committee with adjournment, sought to repeal the Potato Grading Act; to regulate the marketing, sale and distribution of milk and milk products within the State; to regulate the manufacture, advertising, sale and



ALL PURPOSE WAXING UNIT

Used by many large producers of wraps and bags to enable a combination of printing and waxing; or printing, waxing and bag conversion; into a single operation.

Furnished complete with drives so that waxer may be set back of printing press or between printing press and bag machine.

Produces an excellent sheet, one or both sides waxed, with perfect control of wax percentages.

HUDSON-SHARP MACHINE COMPANY
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Klingrose Offers
Printing and Coloring Machinery Adapted to Individual Requirements
Multi-Color Gravure Aniline, Combination of these Methods

KLINGROSE MACHINE CORP.
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New York Office: 111 Fifth Avenue

labeling of butter substitutes and provide for the licensing of persons manufacturing or handling same; to regulate the standardization of packages and containers of commodities commonly and usually sold by avoirdupois weight with enforcement by the Commissioner of Agriculture; to establish a State Pure Food Law; to establish a State Drug and Cosmetic Act; to establish a State Board of Pharmacy with power to make rules and regulations concerning the manufacture and sale of drugs, cosmetics and medicinal supplies within the State; to provide standards of manufacture and distribution of baked goods sold or offered for sale in the state; to provide a standard weight for bread and to provide for labeling of bread; and to prohibit the adulteration, misbranding and false advertisement of food, drugs and cosmetics with enforcement by the commissioner of agriculture.

Missouri—The legislature gave final approval to a bill requiring the State Department of Agriculture to establish standards for grading apples and requiring the labeling of apples, sold in the State, as to their variety and grade.

New Jersey—Both Houses approved and sent to the governor for his signature or veto a bill to authorize the Secretary of Agriculture to receive contributions from farmers and farm organizations and to disburse such funds for advertising of New Jersey farm products and to provide for the establishment of brands to identify such farm products.

The assembly passed and sent to the Senate, where it was referred to the Public Health Committee, a bill to make numerous amendments to the State Food, Drug, Cosmetics, Appliances and Devices Act to bring State regulation more in conformance with federal regulations; while the Senate passed and sent to the assembly, where it was referred to the judiciary committee, a bill to establish a uniform procedure for the collection of fines and penalties under the weights and measures act.

Several other packaging measures previously reviewed remained in committee.

New York—Measures approved by the legislature to revise present statutes relating to foods, drugs and cosmetics, bringing them more in conformance with federal regulations, were signed into law by the governor. One enacts new provisions for prohibiting adulteration and misbranding of food products. It defines food as including any and all articles of food, drink, confectionery or condiment, simple, mixed or compound, for use by men or animals, and also all substances added to food for any purpose. A seizure and quarantine clause is included. The second measure amends generally provisions of the Education law relating to pharmacies, cosmetics and drugs, and brings under its provisions devices and appliances. The definition of the term "drug" is broadened to include all articles used in the treatment and prevention of disease, and the definitions of adulteration and misbranding are strengthened. The label of an article, according to the new law, must show the name and address of the manufacturer, a statement of the quantity of the contents, the active ingredients in the case of drugs and the presence of certain narcotic drugs and the quantities. The label must also show a warning of habit-forming possibilities and give adequate directions for use and warnings against use in conditions in which use might be dangerous.

The governor also approved bills appropriating $50,000 to the Agricultural Department for financing activities relating to grading of farm products and to provide for repayment of moneys advanced from moneys derived from sale or rental of the State trade mark or label; to amend the statutes governing weights and measures insofar as they apply to inspections, adulterations, branding and sale of hops, eggs, hay and straw, sales of fruits, vegetables, grains and nuts, and to milk and cream containers; and to prohibit sale of hypnotic and somnifacient drugs except on prescription and to require all containers to have a label securely attached by the manufacturer or jobber.

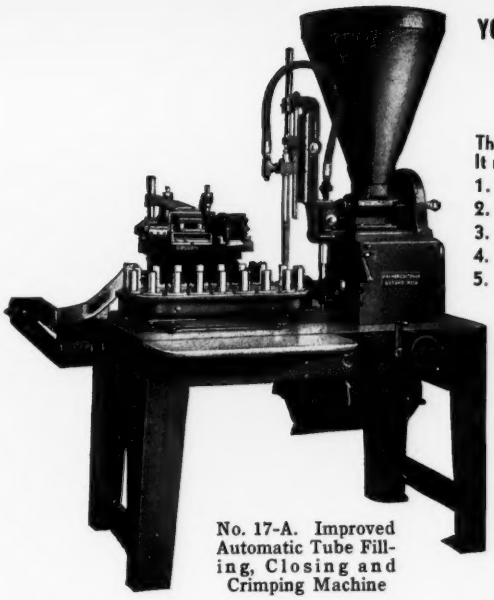
Ohio—Two bills relating to packaging failed to come from committees for votes by the legislature. One sought to amend the law governing adulteration of food and drugs and to enact a new section relative to service of process, while the other sought to create a board of food handlers and beverage dispensers and to require the registration and licensing of persons engaging in serving, handling or preparing foods and drinks.

Oklahoma—The attorney general's office refused to rule on the question of whether a bakery using the words "homemade bread" on a product made outside a housewife's kitchen is violating misbranding provisions of the State Pure Food Laws. Health Commissioner G. F. Mathews was advised that the bread might be made from a home recipe or the bakery, by using the word "home," might want to distinguish its product from the product of out-of-town bakeries. It was suggested that the facts be ascertained before further action is taken.

Pennsylvania—The governor approved a Senate bill to amend the present statute prohibiting manufacture, sale or transportation of adulterated or misbranded paris greens, lead arsenates, lime-sulphur compounds and other insecticides and fungicides by providing for registration of these products by manufacturers outside the state who distribute within Pennsylvania.

South Carolina—Final legislative approval was given a bill to amend the 1937 act regulating the sale of barbiturates and their compounds by exempting drugs containing less than one-fourth of the "standard dose of barbiturate in said preparation."

Texas—A Fair Trade Bill approved early in the session by the lower House proved to be the most controversial issue before the Senate during a 2-month period. And its final approval near the close of the session did not terminate its stormy career and add the Lone Star State to the 44 that permit manufacturers of trade marked



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The famous COLTON CLOSURE machine has been greatly improved and simplified. It now offers you these new advantages:

1. Motor is underneath, out of the way.
2. Equipped with REEVES drive for speed control.
3. New design filling head gives a positive free smooth action of nozzle.
4. Start and stop push button switch.
5. Two hand levers. One for starting the machine proper. One for stopping and starting filling mechanism.

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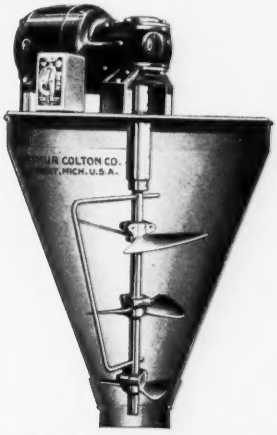
2602 JEFFERSON AVE., EAST

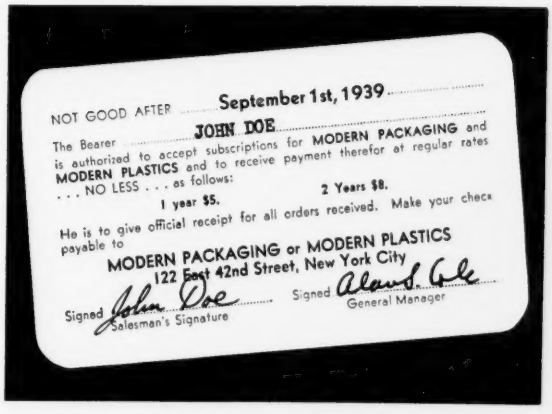
DETROIT MICHIGAN



Electric Drive Stirring Device as shown is recommended for materials that do not flow readily in our standard hopper.

SUBSCRIPTION WARNING

Pay your subscription agent only if he has our *Authorization Card* dated *September 1, 1939.*


NOT GOOD AFTER September 1st, 1939

The Bearer JOHN DOE is authorized to accept subscriptions for MODERN PACKAGING and MODERN PLASTICS and to receive payment therefor at regular rates . . . NO LESS . . . as follows:

1 year $5. 2 Years $8.

He is to give official receipt for all orders received. Make your checks payable to

MODERN PACKAGING or MODERN PLASTICS
122 East 42nd Street, New York City

Signed John Doe Salesman's Signature

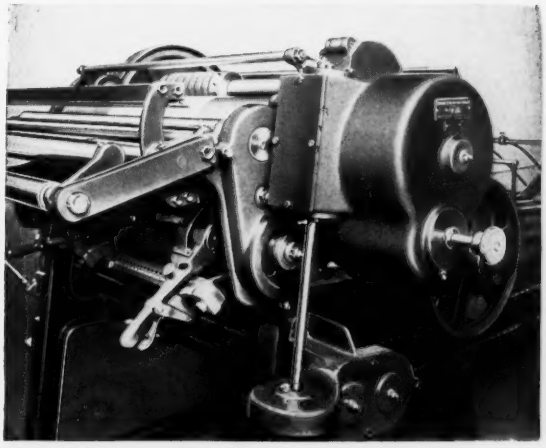
Signed Adam S. Cole General Manager

Make checks payable to

MODERN PACKAGING

Chanin Building, 122 E. 42nd St., New York, N. Y.

NO MORE WASTE IN CUTTING TO PRINTED REGISTER



DEPENDABLE ACCURACIES IN "SPOT SHEETING" ARE NOW ASSURED THROUGH THE *NEW* BECK

DIFFERENTIAL CUT-REGISTER CONTROL UNIT

For cutting to register, printed wraps, labels, etc. This unit is to be had on Beck Sheeters controlled either by hand or ELECTRIC EYE.

CHARLES BECK MACHINE COMPANY

13th & Callowhill Sts. Philadelphia, Pa.

products of all types to fix minimum resale prices.

Governor Lee O'Daniel submitted the measure to Attorney General Gerald Mann for a ruling on its constitutionality. The Attorney General did not rule on constitutionality of the proposal, but called attention to a provision of the measure which declared: "Nothing in this act shall ever be construed as amending, modifying, suspending or repealing any of the laws of this State defining and prohibiting trusts, monopolies and conspiracies against trade, and if any provision of this act is held to be in contravention of and in conflict with any of said laws that said provision shall be null and void and of no force or effect."

Regarding this provision, Mann ruled: "Since we have reached the conclusion that the bill is in contravention of and conflicts with the anti-trust laws of Texas and therefore, by virtue of the provisions of Section 7 of the bill is a nullity and of no force or effect whatsoever, it becomes unnecessary at this time to engage in the extensive study necessary in order to enable us intelligently to answer other questions of constitutionality and statutory construction. We have presented in this bill the novel and peculiar situation of a legislative body providing that the act, designed to relieve certain types of contracts from the prohibitions contained in the anti-trust laws of the State, shall be deemed null and void and of no force and effect whatsoever if it is effective to accomplish the desired purpose. Novel and peculiar though this situation may be, it nevertheless is the duty of this department and of all officers of the government charged with the duty of enforcing such laws to give full effect to the expressed intention of the legislature."

Final legislative approval was given a bill establishing a Vegetable Standardization and Inspection Act with enforcement by the State Commissioner of Agriculture, and another bill regulating the use of coloring matter in various citrus fruits.

Wisconsin—Final legislative approval was given a bill to authorize the State Department of Agriculture and markets to grade all Swiss cheese produced in the State. Fees to raise funds for administration of the act will be levied against manufacturers should the governor sign the measure.

The assembly passed and sent to the Senate, where it was referred to the committee on agriculture and labor, a bill to add the 1-gal. size to containers now declared legal for sale of milk and cream.

No change was made in the status of bills seeking to enact a uniform Food, Drug and Cosmetic Act, or to prohibit re-use of cheese boxes. The first will was still in the House Committee on Judiciary, to which it was referred when introduced late in April, and the cheese container measure was in the House Committee on Agriculture to which it was re-referred in May.

SHADES OF OUR CHILDHOOD DAYS!

(Continued from page 76)

Eagle Lock Co. has developed a complete line of such parts, approved by the Soap Box Derby Assn. and available on a unit basis or in a variety of kits. Having developed the line, the company was confronted with a merchandising problem involving the proper display and explanation of the complex assortments and the proper packing and shipping of these assortments to the dealer and, through his hands, to the ultimate consumer.

The solution was found in a sturdy solid fibre shipping container so designed that the various top flaps bend over and outward to form display panels, permitting the dealer to achieve an attractive and colorful window or counter display, without any elaborate set-up effort. Only a limited number of these display containers are supplied to each dealer, the remainder of his stock of assortments being packed in plain shipping cases which could be handed to the consumer in unopened condition, after the demonstration and purchase had been accomplished via the display.

The complete kit retails for $6.50 and, since only a minor portion of all kits sold are of the display variety, it is obvious that display costs have been reduced to a minimum, while a high degree of effectiveness on display has been achieved for an otherwise rather hard-to-demonstrate product.

The showpiece display container likewise serves the company as a carrier for explanatory literature, which is shipped in quantity within the display carton. Similar literature, one piece to a package, is enclosed in the ordinary sales container.

Credit: Design by F. H. Sherwood. Art work by Harry A. Staab, of R. Newcomb and Associates. Cartons by Gair Thames Division of the Robert Gair Co., Inc.

FOOD TECHNOLOGY CONFERENCE

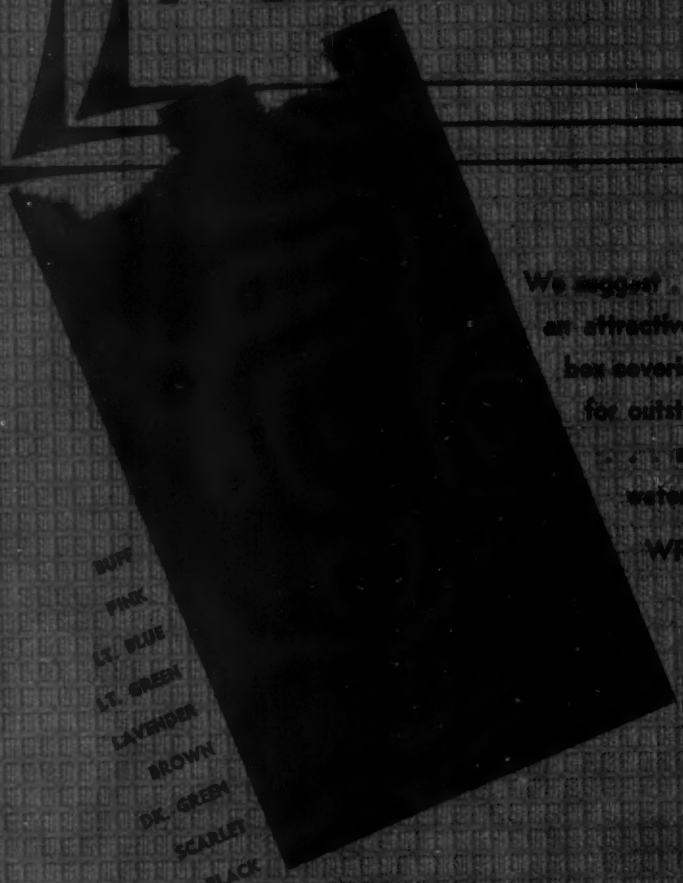
(Continued from page 84)

California orange juice technique in improved form to apple juice: i.e., deearation and flash pasteurization into cans or bottles. He is comparing this and other heat preservation methods with the cold process (sterilizing filtration). He has found black currant juice several times richer than orange juice in Vitamin C content, and has made important advances in the knowledge of pectic enzymes and their application to both apple and berry beverages.

"In Paris considerable orange juice is prepared (in one plant 40,000 bottles daily) by vacuum deaeration, bottling in vacuo, and continuous pasteurization in the bottle at about 140°F.

"In Holland, at Breda, the Hero Co. is packing large

PYRALON



We suggest . . . Pyralon Papers . . . as attractive everyday or holiday box covering . . . for quality . . . for outstanding modern design . . . a paper that is semi-waterproof.

WRITE FOR SAMPLES

DISTRIBUTED BY . . . HENRY L. GOODMAN, Boston, Mass.; CHARLES F. HEAPHY COMPANY, New York, N. Y.; HOLYOKE COATED & PRINTED PAPER CO., New York, N. Y.; HUGHES & HOFFMAN, New York, N. Y.; BRADNER SMITH & CO., Chicago, Ill., and Milwaukee, Wis.; A. HARTUNG & CO., Philadelphia, Pa.; MATTHIAS PAPER CORP., Philadelphia, Pa.; CHOPE-STEVENS PAPER CO., Detroit, Mich.; BLAKE, MOFFITT & TOWNE, Pacific Coast; SIERRA PAPER CO., Pacific Coast; ZELLERBACH PAPER CO., Pacific Coast; JOHN LESLIE PAPER CO., Minneapolis, Minn.; NASSAU PAPER CO., St. Paul, Minn.; THE QUEEN CITY PAPER CO., Cincinnati, Ohio; ROACH PAPER CO., Little Rock, Ark.; E. H. WILKINSON & CO., LTD., Toronto, Canada; AMERICAN PAPER EXPORTS, INC., Export Agents, New York, N. Y.; B. J. BALL, LTD., Australia and New Zealand.

The MARVELLUM Co

Papers Distinctive

HOLYOKE, MASSACHUSETTS

THIS INSERT PRINTED ON DARK BLUE PYRALON

quantities of carbonated fruit beverages containing from 25 to 50 per cent of juice; a much higher proportion of juice than is found in most beverages of that type. The popularity of these beverages is rapidly increasing, in spite of the fact that their retail price is considerably above that of the synthetic beverages. In Egypt, similar beverages are proving very popular; these being prepared by procedures developed by Prof. H. Aref of the University at Giza, Cairo and A. H. Nouty of the Horticulture Section of the Ministry of Agriculture. In both England and Egypt, fruit squash syrups, fresh juice sweetened to 60–70 deg. Brix and usually preserved with benzoate, are widely used. Chasley, Aref and Nouty have improved upon former procedures.

"Canned juices that are so popular and inexpensive in America were difficult to find in Scandinavian, British, Egyptian, French, Dutch and Italian stores and when located were priced at about 2½ to 3 times the American retail prices. There appears to be an opportunity for canning of juices in those countries. The research agencies mentioned above, the Metal Box Research Lab. of England and the Carnaud Co. (Cheftel) of France are actively investigating juice canning.

"Date Processing and Date Products. A. H. Nouty of the Ministry of Agriculture in Cairo has done a great deal in the past ten years to improve Egyptian methods of drying, processing, and packing of dates. Particularly has he improved sanitary conditions. Several large packers now dehydrate rather than dry the dates, as a result of his work. Fancy pack dates are being exported for the first time. A number of promising new products from dates of second quality have been developed.

"Canning. England's canning industry has grown to an astonishing degree since the writer's visit of fifteen years ago. Peas, fresh and soaked dry, dry beans ('pork and'), fruits for salad, plums, berries, milk, meat products and fish appeared to be the leading products. Great improvements have been made in canned milk processing (as is also the case in America of course); the trend being toward continuous pressure sterilization. Dr. Hirst, Dr. Adam and their associates at the Research Station at Campden have been and are still of great service to the industry and have guided it along safe lines.

"Hard Cider. A popular beverage in Switzerland and England. Selected yeast often used but not SO_2 or pasteurization to eliminate 'wild' yeasts, etc. A slow fermentation leaving a small amount of sugar preferred. Not much 'champagne' cider in evidence.

"Frozen Pack. Considerable interest and some commercial development in England; very little observed elsewhere. Much research under way in frozen pack and on normal cold storage at the Low Temperature Station at Cambridge (Kidd and Associates).

"Miscellaneous. J. Lyons and Co. of Cadby Hall, London, turns out in an endless string swiss rolls and other fruit rolls (somewhat like our jelly rolls but containing more fruit used as a jelly-jam); some six miles of these a day, i.e., if placed end to end they would extend six miles. A separate factory is operated to prepare the stiff jam used in the rolls."

LUSTEROID

➡ Package your product in smart, beautiful, *economical* LUSTEROID rigid-cellulose tubes or vials and watch the sales curve go up—up—up.

Or, you may need a sample package to bring home the full message of what your product can do. Thers's nothing like LUSTEROID for sampling as many a happy manufacturer can testify.

MECHANICAL DETAILS

1. ***Color:*** LUSTEROID comes in any color you wish.
2. ***Transparency:*** LUSTEROID is either transparent or opaque as you desire.
3. ***Texture:*** LUSTEROID is smooth and pleasant to the touch.
4. ***Labelling:*** Labelling is done in the manufacture as an integral part of the process.
5. ***Closures:*** Most types of closure may be used.
6. ***Weight:*** LUSTEROID is approximately 25% the weight of equivalent glass.
7. ***Breakage:*** LUSTEROID is unbreakable.
8. ***Filling:*** LUSTEROID packages are easy to fill.

A note or phone call will bring an answer to your packaging problem.

LUSTEROID CONTAINER CO., INC.

Formerly Lusteroid Division of the Sillcocks-Miller Company

12 Parker Avenue, West
SOUTH ORANGE, NEW JERSEY

RECOMMENDED SIZES FOR VARIOUS PRODUCTS

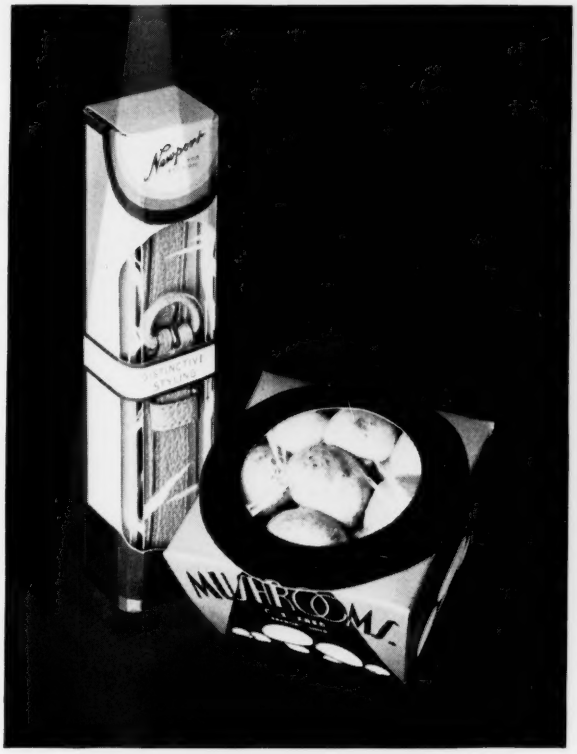
Continued from page 54

Product and Can Name	Dimensions
Vacuum Pack	
No. 2 Vacuum	307 x 306
No. 3 Vacuum	404 x 307
Carrots	
8Z Tall	211 x 304
No. 1 Picnic	211 x 400
No. 303	303 x 406
No. 2	307 x 409
No. 2 1/2	401 x 411
No. 10	603 x 700
Vacuum Pack	
No. 2 Vacuum	307 x 306
Corn	
8Z Tall	211 x 304
No. 1 Picnic	211 x 400
No. 303	303 x 406
No. 2	307 x 409
No. 10	603 x 700
Vacuum Pack, Whole Grain	
No. 2 Vacuum	307 x 306
Vacuum Pack, Corn on Cob	
———	307 x 508
———	312 x 508
———	401 x 508
———	404 x 508
———	603 x 508
Hominy	
No. 300	300 x 407
No. 2	307 x 409
No. 2 1/2	401 x 411
No. 10	603 x 700
Kraut	
No. 303	303 x 406
No. 2	307 x 409
No. 2 1/2	401 x 411
No. 10	603 x 700
Mushrooms	
2Z Mushroom	202 x 204
4Z Mushroom	211 x 212
8Z Mushroom	300 x 400
Jumbo	307 x 510
No. 10	603 x 700
Okra and Okra and Tomatoes	
No. 1 Picnic	211 x 400
No. 303	303 x 406
No. 2	307 x 409
No. 10	603 x 700
Onions	
No. 1 Picnic	211 x 400
No. 303	303 x 406
No. 2	307 x 409
No. 10	603 x 700
Peas	
6Z	202 x 308
8Z Tall	211 x 304
No. 1 Picnic	211 x 400
No. 303	303 x 406
No. 2	307 x 409
No. 10	603 x 700
Vacuum Pack	
No. 3 Vacuum	404 x 307
Peas and Carrots	
8Z Tall	211 x 304
No. 1 Picnic	211 x 400
No. 303	303 x 406
No. 2	307 x 409
No. 10	603 x 700
Vacuum Pack	
No. 2 Vacuum	307 x 306
Peas, Blackeye	
No. 1 Picnic	211 x 400
No. 300	300 x 407
No. 2	307 x 409
No. 10	603 x 700
Pimientos	
4Z Pimiento	300 x 108
7Z Pimiento	300 x 206
———	300 x 411
No. 2 1/2	401 x 411
No. 10	603 x 700
Pumpkin and Squash	
No. 300	300 x 407
No. 2	307 x 409
No. 2 1/2	401 x 411
No. 10	603 x 700
Rhubarb	
No. 2	307 x 409
No. 2 1/2	401 x 411
No. 10	603 x 700
Spaghetti	
No. 1 Picnic	211 x 400
No. 300	300 x 407
No. 303 Cylinder	303 x 509
No. 2 1/2	401 x 411
No. 10	603 x 700
Spinach and Other Greens	
8Z Tall	211 x 304
No. 1 Picnic	211 x 400
No. 1 Tall	301 x 411
No. 2	307 x 409
No. 2 1/2	401 x 411
No. 10	603 x 700
Succotash	
No. 1 Picnic	211 x 400
No. 303	303 x 406
No. 2	307 x 409
No. 10	603 x 700
Sweet Potatoes	
No. 2	307 x 409
No. 2 1/2	401 x 411
No. 10	603 x 700
Vacuum Pack	
No. 3 Vacuum	404 x 307
Tomatoes	
No. 1 Picnic	211 x 400
No. 1 Tall	301 x 411
No. 2	307 x 409
No. 2 1/2	401 x 411
No. 10	603 x 700
Tomato Juice	
6Z	202 x 308
8Z Tall	211 x 304
No. 1 Picnic	211 x 400
No. 211 Cylinder	211 x 414
No. 300	300 x 407
No. 303 Cylinder	303 x 509
No. 2	307 x 409
No. 2 Cylinder	307 x 512
No. 3 Cylinder	404 x 700
No. 10	603 x 700
Tomato Paste	
6Z	202 x 308
No. 2 1/2	401 x 411
No. 10	603 x 700
Tomato Pulp and Puree	
No. 1 Picnic	211 x 400
No. 2	307 x 409
No. 10	603 x 700
Tomato Sauce	
6Z	202 x 308
8Z Short	211 x 300
No. 1 Picnic	211 x 400
No. 10	603 x 700
Mixed Vegetables and Vegetables for Salad	
8Z Tall	211 x 304
No. 1 Picnic	211 x 400
No. 1 Tall	301 x 411
No. 303	303 x 406
No. 2	307 x 409
No. 10	603 x 700
Vegetable Juices	
———	202 x 214
6Z	202 x 308
No. 211 Cylinder	211 x 414
No. 1 Tall	301 x 411
No. 2 Cylinder	307 x 512
No. 3 Cylinder	404 x 700
No. 10	603 x 700
Soup, Vegetable Only	
No. 1 Picnic	211 x 400
No. 300 Cylinder	300 x 509
No. 303	303 x 406
No. 303 Cylinder	303 x 509
No. 2 Cylinder	307 x 512
No. 3 Cylinder	404 x 700
No. 5	502 x 510
No. 10	603 x 700
Baby Foods	
———	202 x 21
———	211 x 21

FRUITS

Product and Can Name	Dimensions
Apples	
No. 2	307 x 409
No. 2 1/2	401 x 411
No. 10	603 x 700
Apple and Other Fruit Butters	
8Z Tall	211 x 304
No. 303	303 x 406
No. 2	307 x 409
No. 2 1/2	401 x 411
No. 10	603 x 700
Apple Sauce	
8Z Tall	211 x 304
No. 303	303 x 406
No. 2	307 x 409
No. 2 1/2	401 x 411
No. 10	603 x 700
Apricots	
8Z Tall	211 x 304
No. 1 Tall	301 x 411
No. 2	307 x 409
No. 2 1/2	401 x 411
No. 10	603 x 700
Blueberries	
No. 300	300 x 407
No. 2	307 x 409
No. 10	603 x 700
Berries, Other	
8Z Tall	211 x 304
No. 1 Picnic	211 x 400
No. 300	300 x 407
No. 1 Tall	301 x 411
No. 2	307 x 409
No. 2 1/2	401 x 411
No. 10	603 x 700
Cherries, Red Pitted	
No. 1 Picnic	211 x 400
No. 303	303 x 406
No. 2	307 x 409
No. 2 1/2	401 x 411
No. 10	603 x 700
Cherries, Sweet Unpitted	
8Z Tall	211 x 304
No. 1 Tall	301 x 411
No. 2	307 x 409
No. 2 1/2	401 x 411
No. 10	603 x 700
Cranberry Sauce	
Small Cranberry	211 x 206
No. 300	300 x 407
No. 2	307 x 409
No. 10	603 x 700
Figs	
8Z Tall	211 x 304
No. 1 Tall	301 x 411
No. 2	307 x 409
No. 2 1/2	401 x 411
No. 10	603 x 700
Fruit Salad and Fruit Cocktail	
8Z Tall	211 x 304
No. 211 Cylinder	211 x 414
No. 1 Tall	301 x 411
No. 2	307 x 409
No. 2 1/2	401 x 411
No. 10	603 x 700
Grapefruit Sections	
8Z Tall	211 x 304
No. 300	300 x 407
No. 2	307 x 409
No. 5	502 x 510
No. 10	603 x 700
Grapefruit Juice	
6Z	202 x 308
No. 211 Cylinder	211 x 414

Continued on page 100



VISIBILITY...

Plus!

Mushrooms and belts have very little in common—except this: Their sales are improved by the use of VISIBILITY Cartons like those illustrated above.

VISIBILITY helps the sale of many products . . . but visibility is not the only consideration. You must think also of structure, strength, handling, economy . . . all of which call for packages that are "tailor-made" especially for the product.

If VISIBILITY CARTONS would help to sell your product . . . but if you must also take these other points into consideration, the "U-S" Organization can help you.

The UNITED STATES PRINTING & LITHOGRAPH COMPANY
AND DIVISIONS

HOME OFFICE
328 BEECH ST.
CINCINNATI

AMERICAN LITHOGRAPHIC DIVISION
ATLANTIC LITHOGRAPHIC & PRINTING DIVISION
DONALDSON LITHOGRAPHING DIVISION
ERIE LITHOGRAPHING & PRINTING DIVISION
PALMER ADVERTISING SERVICE DIVISION
W. F. POWERS DIVISION
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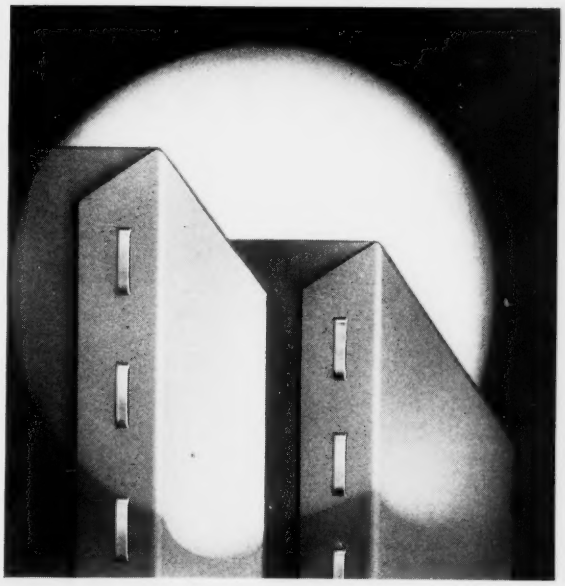
Plants at CINCINNATI • BROOKLYN • BALTIMORE • ERIE, PA. • ST. CHARLES, ILL.



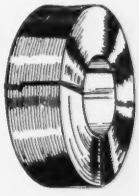
IN THE SPOTLIGHT OF POPULAR FAVOR

do your packages stand up?

Look at your packages! Do they have the better appearance, the eye appeal that will sell most products easier, faster? Acme Colorstitch (stitching wire in all popular colors) provides this added sales advantage. It dresses up a carton easily, economically—improving its appearance and sales appeal.

Acme Colorstitch, available in all standard flat stapling wire sizes, will not chip or peel—may be used satisfactorily on all carton stitching equipment. Strong staples that stay tight are assured for the life of the carton. Acme Colorstitch is furnished in one piece, five- and ten-pound coils which speed up production and lower costs. Mail the coupon for a sample Colorstitch card—it may suggest ways of improving the appearance of your cartons—and your sales.

ACME *SilverStitch*



A special galvanizing process makes this better stitching wire rust-resisting. Acme Silverstitch assures greater economy and better appearance. Furnished in full-weight, continuous length five- and ten-pound coils, Silverstitch cuts reloading time 50%. Accurate temper, width and thickness assure more efficient production. Mail the coupon for a free sample.

ACME STEEL COMPANY
General Offices: 2843 Archer Ave., Chicago, Ill.
Branches and Sales Offices in Principal Cities

Acme Steel Company
2843 Archer Ave., Chicago, Ill.

☐ Send a FREE 5-lb. coil of SILVERSTITCH, size.....
☐ Send a Colorstitch sample card

Name .....

Address .....

City .....State .....

RECOMMENDED SIZES FOR VARIOUS PRODUCTS

(*Continued from page 98*)

No. 2	307 x 409
No. 3 Cylinder	404 x 700
No. 10	603 x 700

Grapes

8Z Tall	211 x 304
No. 1 Tall	301 x 411
No. 2	307 x 409
No. 2 1/2	401 x 411
No. 10	603 x 700

Olives (Ripe and Sliced)

5Z	211 x 200
8Z Tall	211 x 304
No. 1 Tall	301 x 411
No. 2 1/2	401 x 411
No. 10	603 x 700
Pint Olive	211 x 600
Quart Olive	307 x 704

Peaches

8Z Tall	211 x 304
No. 1 Picnic	211 x 400
No. 1 Tall	301 x 411
No. 2	307 x 409
No. 2 1/2	401 x 411
No. 10	603 x 700

Pears

8Z Tall	211 x 304
No. 1 Tall	301 x 411
No. 2	307 x 409
No. 2 1/2	401 x 411
No. 10	603 x 700

Pineapple

8Z Tall	211 x 304
No. 211 Cylinder	211 x 414
No. 1 Tall Pineapple	301 x 400
No. 1 Flat	307 x 203
No. 2	307 x 409
No. 2XT	307 x 506
No. 1 1/4	401 x 207.5
No. 2 1/2	401 x 411
No. 10	603 x 700

Pineapple Juice

8Z Tall	211 x 304
No. 211 Cylinder	211 x 414
No. 2	307 x 409
No. 2 1/2	401 x 411
No. 3 Cylinder	404 x 700
No. 10	603 x 700

Plums

8Z Tall	211 x 304
No. 1 Tall	301 x 411
No. 2	307 x 409
No. 2 1/2	401 x 411
No. 10	603 x 700

Prunes, Syrup Pack

8Z Tall	211 x 304
No. 1 Tall	301 x 411
No. 2	307 x 409
No. 2 1/2	401 x 411
No. 10	603 x 700

Other Fruit Juices

6Z	202 x 308
No. 211 Cylinder	211 x 414
No. 1 Tall	301 x 411
No. 303 Cylinder	303 x 509
No. 3 Cylinder	404 x 700
No. 10	603 x 700

Orange Juice

6Z	202 x 308
No. 211 Cylinder	211 x 414
No. 1 Tall	301 x 411
No. 2	307 x 409
No. 3 Cylinder	404 x 700
No. 5	502 x 510
No. 10	603 x 700

Lemon and Lime Juice

5Z	211 x 200
6Z	202 x 308
8Z Tall	211 x 304
No. 1 Tall	301 x 411
No. 5	502 x 510
No. 10	603 x 700

LIMITING CAN SIZES

(*Continued from page 54*)

For consumer use, the No. 2 and No. $2^1/_2$ types are most widely recommended by the proposed regulation, with the 8Z, No. 1 Picnic, No. 1 Tall, No. 303 and No. 300 following in that order.

Since major canners participated in the drafting of the proposed regulation and since the entire industry is presented with the alternative between acceptance of voluntary or legislative regulations, it may be anticipated that the list, as proposed, will be adopted with very few changes, if any. While the list does not, perhaps, meet to the fullest extent the desires of consumer organizations which have been agitating for simplification of can sizes and varieties, it represents a very long step in this direction and reflects the power which the consumer movement exercises in Washington.

It must not be construed, however, that the canning industry as a whole was adverse to the simplification of can sizes and this voluntary proposal no doubt represents the desires of those canners who do not wish to see their brands forced to compete with sizes shading prices by virtue of the use of off-size containers.

To packagers in general, the issuance of these recommendations may be construed as a bit of writing on the wall, particularly when considered in conjunction with the deceptive packaging clause of the Food, Drug and Cosmetic Act. While regulation of glass container sizes and shapes and of shapes and sizes of set-up boxes and other containers would present an infinitely more complex problem than that offered by the canning industries, it may be anticipated that moves in this direction will be forthcoming, though exactly their nature and their intensity cannot, of course, be predicted.

FUNCTIONAL DESIGN PROGRAM

(*Continued from page 64*)

with the trend toward moving store packing as far as possible up the line of flow of merchandise through the store; there are new boxes for unit packing in the warehouse. Here assembly-line methods can be used on merchandise received in dozens, rather than packing items one at a time after sale.

In every case, the store's own paper can be applied as an outer surface. This does two things. It permits an embossed store pattern to be so widely used as to reduce the individual roll cost to a fraction; and it gives the store a strong purchasing position on fundamental materials for fabrication on order.

A store pattern and color applied to wrapping paper, bags, boxes and containers gives matched identity—something which is impossible in packing materials originating in separate sources as at present—and provides merchandising prestige at no cost increase.

The store's paper sources will be the contact for these new supply forms. In larger stores the routine paper connections and box suppliers will serve. Box cover paper in general comes to the store through the box supplier at present, and he will service the store in the future with these new package forms as supplements to his regular products.

For smaller stores and special pattern requirements, the paper jobber will undoubtedly be the contact. One leading mill with a long record of retail package development has interested itself in the *use* of its paper within the store—something that paper jobbers have not been able to inform themselves on in the past.

With full understanding of store packing problems, it will be simple for local paper jobbers to supply or obtain recommendations on the use and fabrication of paper, and choice of color and patterns, from a technical angle.

Credit: Surface papers—The Racquette River Paper Co. Fabrication—The Ottawa River Paper Co.

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Rathbun
MOLDING CORPORATION
SALAMANCA NEW YORK

A RETAILER COMPLAINS

(*Continued from page 72*)

lesson in this observation. The grocer would not have been critical if this container had been intended for short-time use, but when it entered the class of permanent containers, it was not sufficiently well made for repeat use.

Shelf stock box: One dozen pairs of men's hose. Too much printing on label. Salesman cannot quickly and easily locate size and color. Details shown in too fine print. Poor colors (no contrast). Salesman compared this make to others on same shelving and his comments and criticism were unquestionably substantiated. This brings up the well established principle that all labels should be easily read and that harmonious colors should be used—a principle one would think obvious, until seeing it thus ignored.

Shelf or counter carton: $6^1/_2$ lbs. of concrete patcher. This material is in finely ground powder form and, when mixed with water, it makes concrete. The carton, itself, is attractively done in colors and is made of substantial material. The manufacturer puts up this material in two other sized cartons and they all have a common fault. There is no inner lining envelope. As a result, almost every time a carton is touched, it sifts out some of its contents. Also, every time one is sold to a customer, a dust cloth must be used to wipe off the carton before it is wrapped for delivery to this customer. At best, this is mildly annoying and it could be remedied if the manufacturer used an inner envelope lining or else placed the powder in a sack, prior to putting it into the shelf carton.

Paper wrapper: Copper wash boiler. This lithographed paper slip-on affords a protection to the brightly polished sides of one make of wash boiler—and it is also a splendid opportunity for the manufacturer to "bill post" the brand name. The idea of protection is sound and the brand name is a good one. However, this manufacturer has failed to provide a white space panel, anywhere on the whole area, for the retailer to price mark the boiler in large enough figures to be read at the top ledge of a display cabinet (where such items are generally placed in stock).

Counter display panel: One tool-sharpening stone. When the merchandise is strapped into place on this counter panel, we have another remarkable example of "out-of-balance" display construction. The panel is well made and it has a sturdy double easel back but, when the load of a pound and a quarter is placed on the face of this 11 in. by 14 in. panel, it just naturally topples forward. The display producer might perhaps have had a slight hunch in this direction, for there is also a ring-top-hanger attached above the easel back, indicating that if the retailer doesn't like the toppling effect, he can hang it against a wall cabinet. In my opinion, this merchandise item is too large and too heavy for counter panel display.

Carry-pack: Six bottles of soft drink. When carry-packs or cartons of this sort are introduced to the trade, it seems that there should be some set-up directions printed on each one. In reference to the one in question, when it was purchased, all filled with its six contents bottles, a couple of the bottles fell out before it could be put in the back of a car and, when it was removed, every single one of them fell out—and, just fortunately, escaped breaking when they fell. I later examined this carry-pack and found that none of the four fold-up corner braces was in place and, from all indications, the fold had never been made. This dealer was passing them all out in this manner, for lack of instruction on set-up procedure. When the braces are folded up into position, it is literally impossible to spill out a single bottle.

Shelf-display carton: Wool wall brush. A well-proportioned and well-made carton enclosure, with a transparent window to show the contents. Easily read instructions and suggestions on rear of carton. Just one criticism—but an important one. The carton is made of dark colored material and although there is a lighter colored decorative pattern on it, there isn't a single white or light space for the retailer's price marking. And what is more disturbing, at the critical moment of making a sale than to be unable to see any price mark on the item? Every carton and every label for use by a retailer should provide space for his own price marking.

NEW UNIT ENDS DETERIORATION

(*Continued from page 77*)

a situation wherein a display card presents a panorama consisting principally of the holes where caps were formerly located. Deterioration of merchandise is largely avoided and yet visibility of the product and examination by the consumer are not discarded as potent sales factors.

The company reports an unusually favorable dealer reaction to the new unit and finds that the style of the display set-up insures a better counter position than was formerly obtained with the large, cumbersome cards. These latter were usually hung in out-of-the-way wall positions or placed on shelves and, all too frequently, such positions were undesirable.

To make for greater compactness in shipping, the top display panel for the exposed merchandise is constructed so that it may be detached from the rest of the display and the two units thus form a compact shipping block.

The counter space occupied is extremely small and dealers are therefore not in the least reluctant to give these relatively fast moving items preferred positions.

Credit: Display manufactured by Bell Box Co.

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